



SunLine Transit Agency  
January 27, 2021  
10:10 a.m. – 10:55 a.m.

## AGENDA

### STRATEGIC PLANNING & OPERATIONAL COMMITTEE Regular Meeting

\*\*\*\*\*

### VIA VIDEOCONFERENCE

Pursuant to California Governor Newsom's Executive Orders N-25-20 issued on March 4, 2020 and N-29-20 issued on March 18, 2020, the Board Operations Committee meeting will be conducted remotely through Zoom. Please follow the instructions below to join the meeting remotely.

#### INSTRUCTIONS FOR ELECTRONIC PARTICIPATION

##### Join Zoom Meeting - from PC, Laptop or Phone

<https://us02web.zoom.us/j/83197888233>

Meeting ID: 831 9788 8233

Teleconference Dial In  
888-475-4499 (Toll Free)  
Meeting ID: 831 9788 8233

One tap mobile  
+16699009128,,83197888233#

Phone controls for participants:

The following commands can be used on your phone's dial pad while in Zoom meeting:

- \*6 - Toggle mute/unmute
- \*9 - Raise hand

For members of the public wishing to submit comment in connection with the Strategic Planning & Operational Committee Meeting: all public comment requests need to be submitted via email to the Clerk of the Board at [clerkoftheboard@sunline.org](mailto:clerkoftheboard@sunline.org) prior to January 26, 2021 at 5:00 p.m. with your name, telephone number and subject of your public comment (agenda item or non-agenda item). Members of the public may make public comments through their telephone or Zoom connection when recognized by the Chair. If you send written comments, your comments will be made part of the official record of the proceedings and read into the record.

\*\*\*\*\*

**ITEM**

**RECOMMENDATION**

In compliance with the Brown Act and Government Code Section 54957.5, agenda materials distributed 72 hours 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 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 48 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**

**4. PRESENTATIONS**

**a. [Refueled Update](#)**

(Staff: Planning Department, Taxi Department  
and Marketing Department)

(PAGE 3-32)

**5. FINALIZATION OF AGENDA**

**6. PUBLIC COMMENTS**

**RECEIVE COMMENTS**

**NON AGENDA ITEMS**

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

**7. COMMITTEE MEMBER COMMENTS**

**RECEIVE COMMENTS**

**8. ADJOURN**

*SunLine*  
**Re***fueled*  
*DRIVING THE FUTURE OF TRANSIT*

REFUELED UPDATE  
**STRATEGIC PLANNING &  
OPERATIONAL COMMITTEE MEETING**

# AGENDA

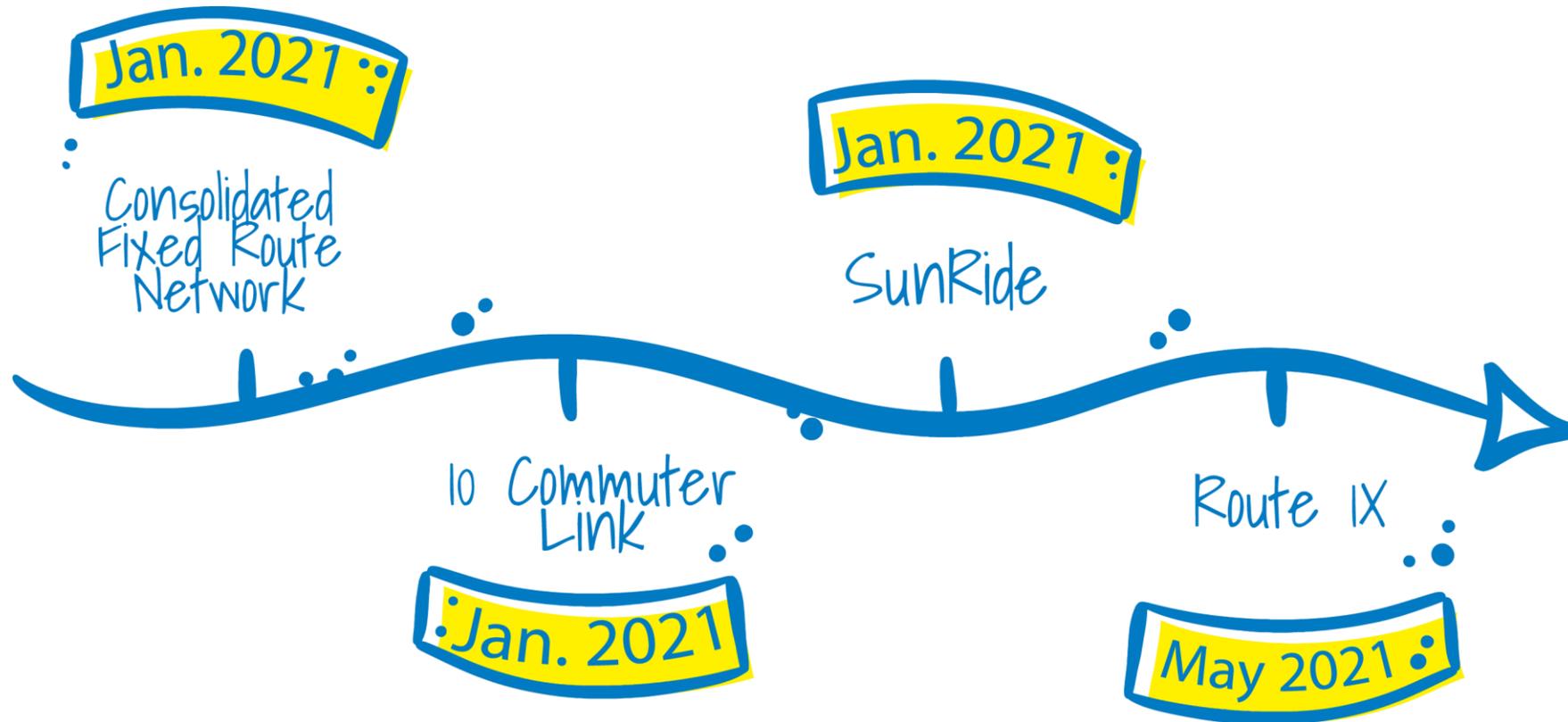
↪ **Implementation Status Report**  
*Planning Department*

↪ **SunRide Update**  
*Michal Brock, Taxi Administrator*

↪ **Community Education Overview**  
*Marketing Department*

# ***Implementation Status Report***

# Original Proposed Timeline

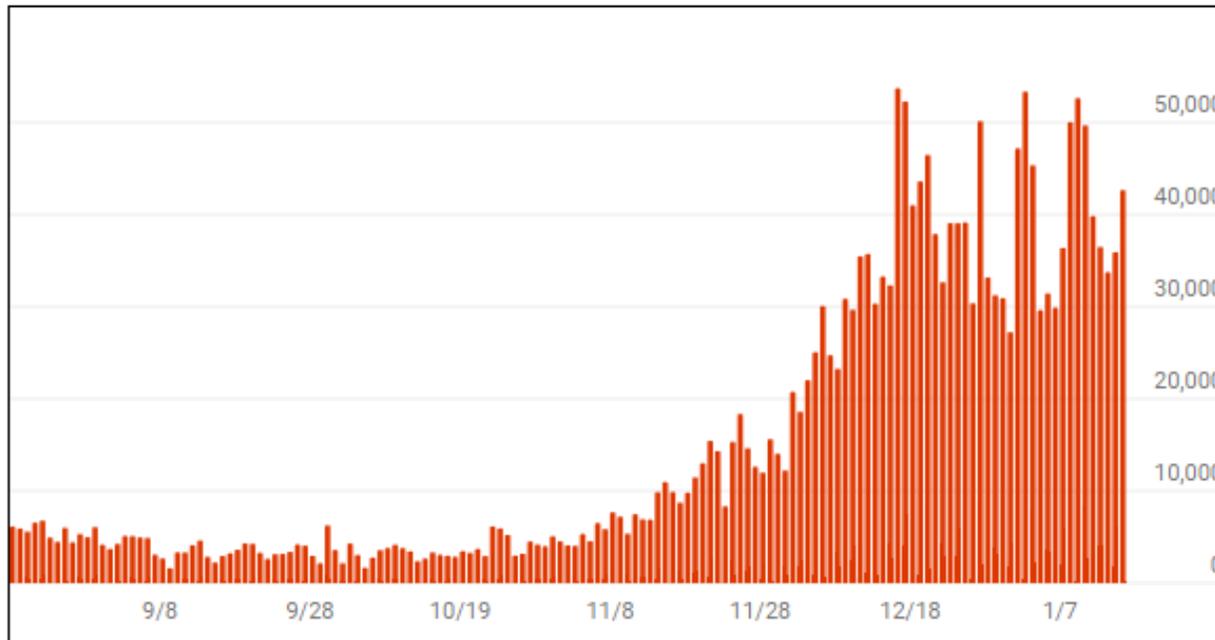


# COVID-19 Trend

(source: CDC data for CA through January 17, 2021)

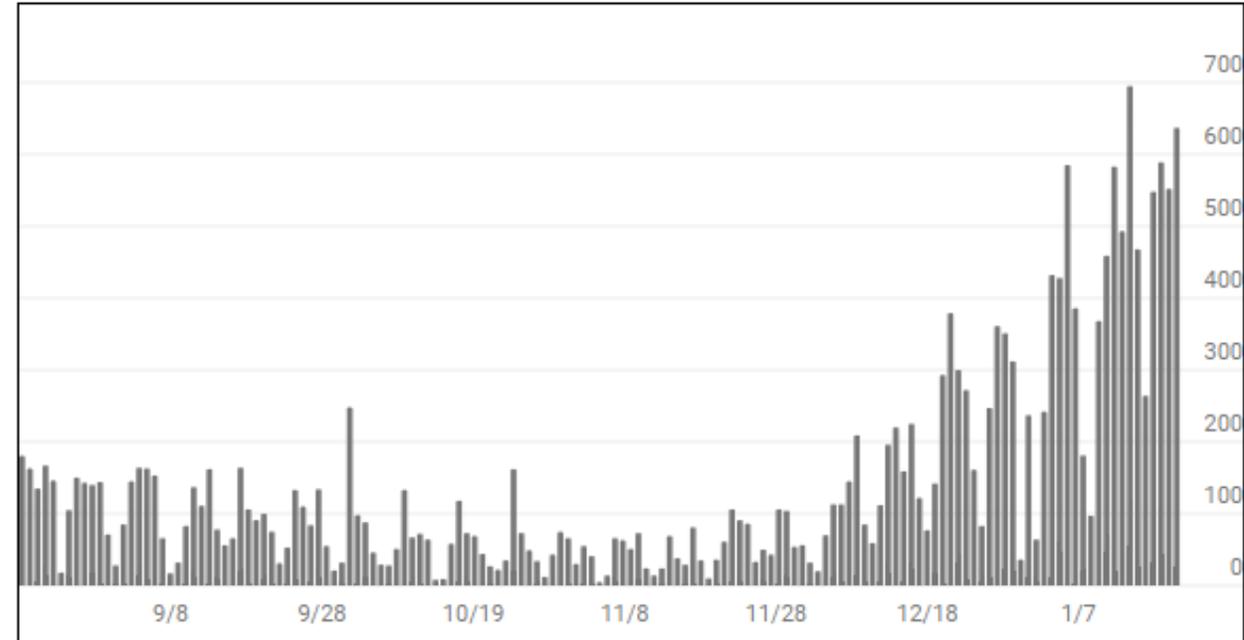
Select to view:  Confirmed  Deaths

### Daily new cases

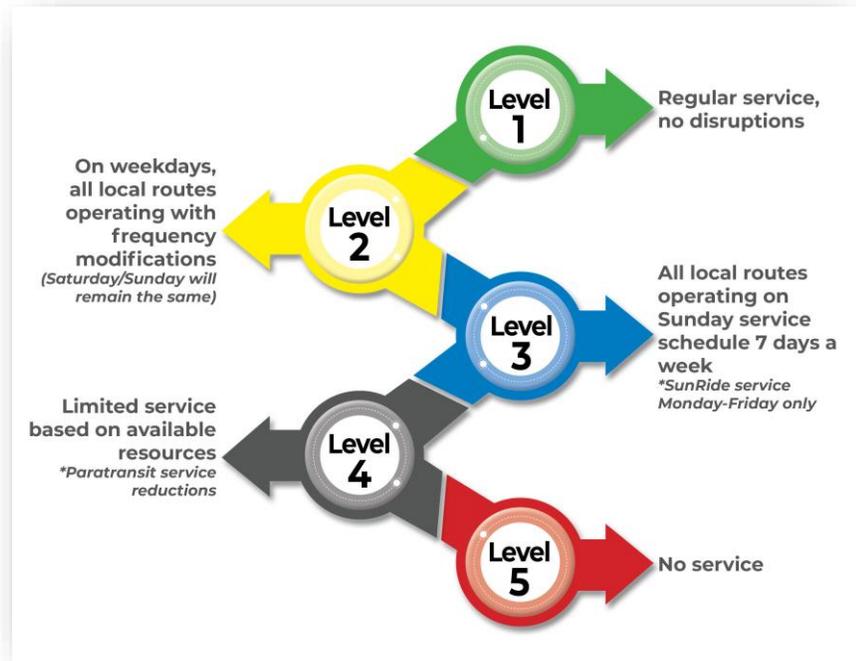


Select to view:  Confirmed  Deaths

### Daily new death



# Status Report



- As of January Implemented Level 3 fixed route service (maintained Sunday service all week)
  - Routes 5 and 10 Commuter Link not in service
- Implemented SunRide services
- Staff recommend delaying the implementation of Route 1X limited stop, pilot service to September from May

# What are Service Levels?

## **Level 1: Regular service, no disruptions**

We have the necessary resources to provide transit service.

## **Level 2: On weekdays, all local routes operating with frequency modifications (Saturday/Sunday will remain the same)**

Level 2 service will operate all local routes with frequency modifications. Commuter Link 10 will not be in operation during Level 2. SunRide will be available in the designated corridors.

*\*Paratransit service reductions*

## **Level 3: All local routes operating on Sunday service schedule 7 days a week**

Level 3 service will be based on the regularly scheduled Sunday service. Commuter Link 10 will not be in operation during Level 3. SunRide will be available in the designated corridors.

*\*Paratransit service reductions*

## **Level 4: Limited service based on available resources**

Level 4 service will be based on the available resources.

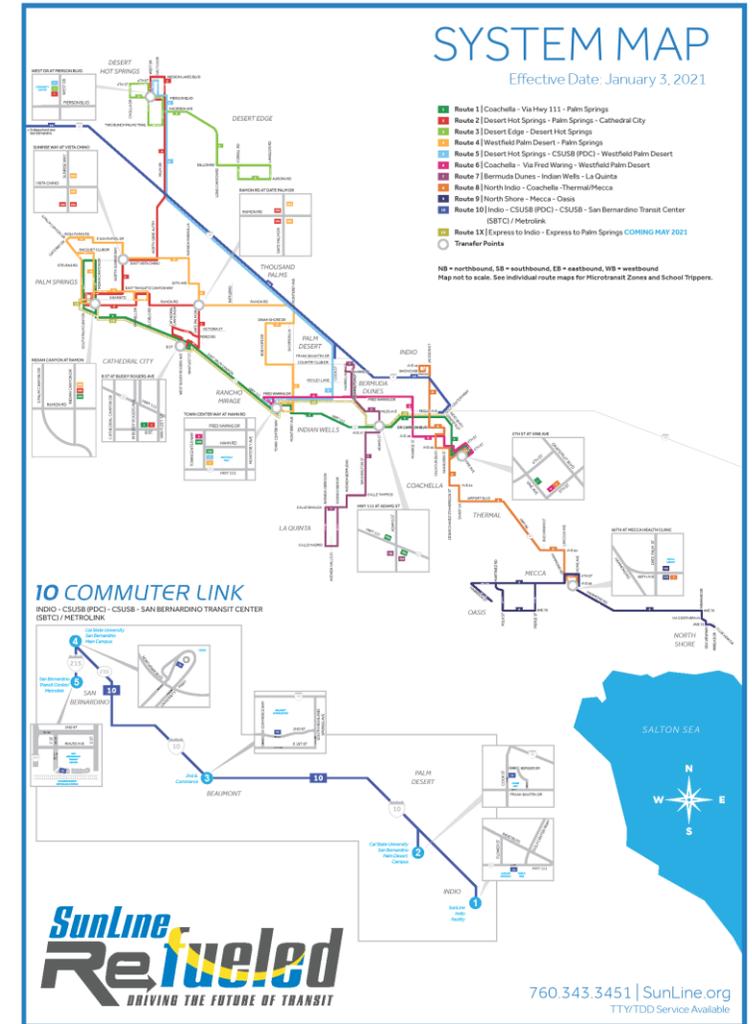
*\*Paratransit service reductions*

## **Level 5: No service**

Level 5 will be the last resort and will consist of no service due to public health mandates.

# Refueled Objectives

- Consolidated 15 routes
- Simplified - new route numbers
- Introduced a reliable Timed Transfer System (TTS)
- Minimized transfer connections and introduced more one seat rides
- Supports future land uses, mobility and funding



# Refueled Objectives

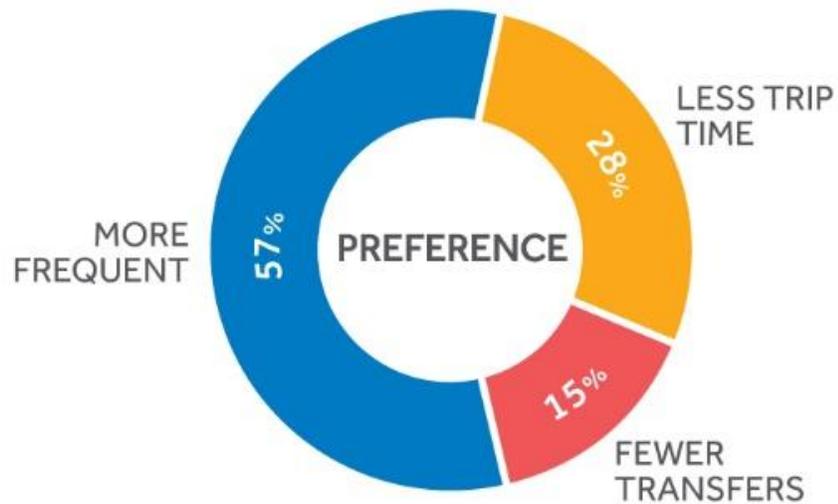
- Capture new riders and expand transit market share
- Support the economy
- Support the implementation of approved frequency improvements in the future
- Support mixed-use neighborhoods, walkable environments, and higher populations of transit-friendly constituencies



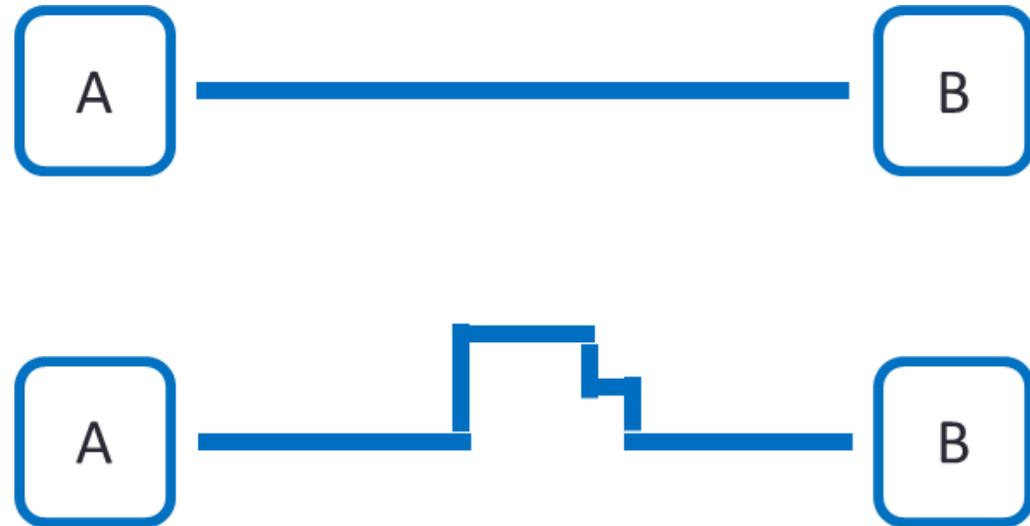
# Shorter More Direct Service

- Streamlining routes reduces overall mileage, time, and cost; creating a faster, more direct trip for customers

## Rider Response:



Source: Redhill Survey 2019



# Ridership Data – First Two Weeks Compared to April 2020

	Average Ridership		
	Saturday	Sunday	Weekday
Average ridership April 2020	4,146	3,621	4,528
Average ridership January 2021	4,621	4,070	5,093
Change	475	449	565
Percent	▲ 11%	▲ 12%	▲ 12%

# Next Steps

- Continuous Improvement of Service
  - quality of service monitoring
- Adjust service in response to COVID-19 public health requirements
- Bus stops and amenities improvement
- Preparing for May 2021 Service Change



# Next Steps

- Preparing to conduct a comprehensive third-party review of the Refueled network and customer – October 2021
- Start preparing the S RTP
  - Planning and Programming
  - Major capital and operating plans
  - May 2021 Board approval



# *SunRide Update*

# Service Launch

- Launched January 4, 2021
  - Monday-Friday service
  - 5:30 a.m.-6:30 p.m.
  - \$2 per person per ride
- 4 zones – Cook St. Corridor in Palm Desert, Desert Edge, Coachella, and Mecca-North Shore



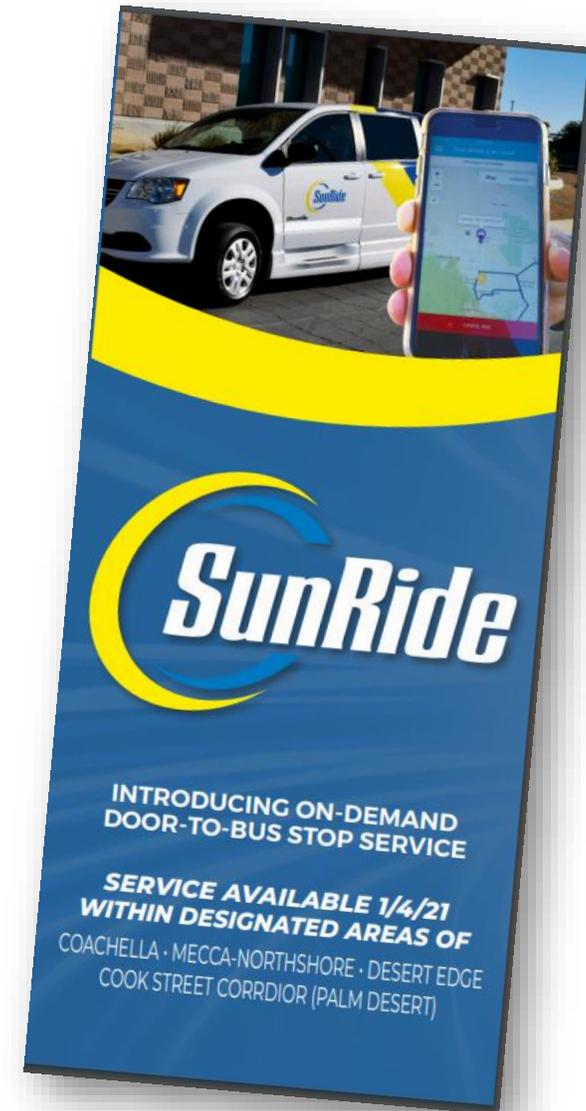
# Service Launch

- Contracted service with Coachella Valley Taxi and Yellow Cab Company of the Desert, Inc.
- Goals:
  - Introduce and test in public setting
  - Attract new riders to this new type of service
  - Bridge gap between first mile/last mile challenges



# Next Steps

- Agency had successful deployment of contracted service with vehicles, personnel and technology
- Focus now on targeted marketing:
  - Direct mailers
  - Geofenced ads
  - Offering collateral to businesses in the zones



# *Community Education Overview*

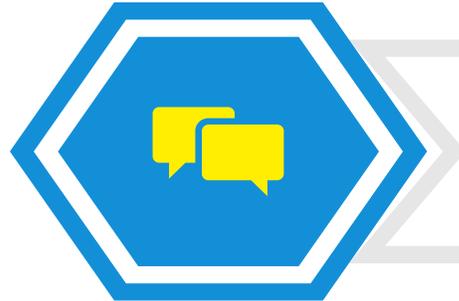
# Virtual Outreach



**Website Live Chats &  
Open “Office Hours”**



**One-on-One  
Organization Meetings**



**Weekly Social Media  
“Live” Events**

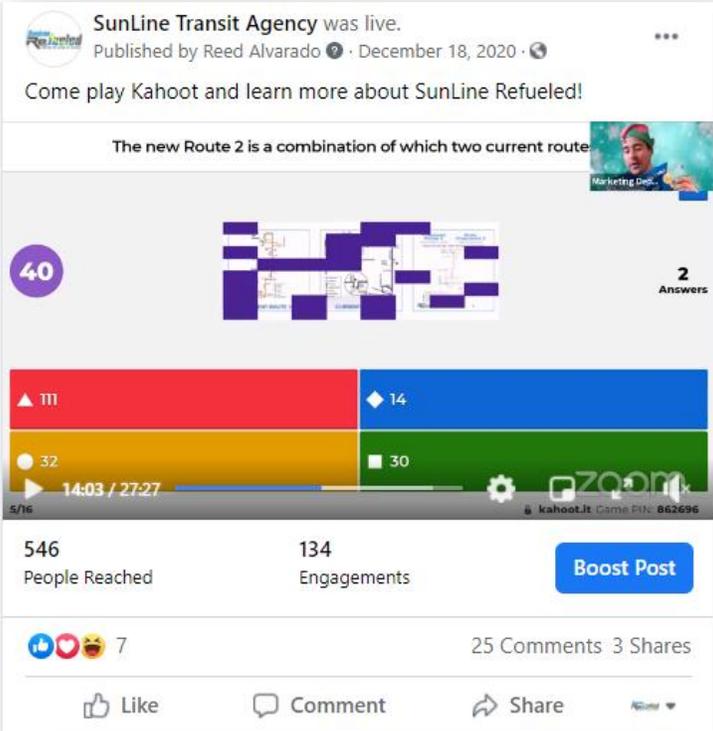
# Social Media



## #TransitTuesday

- Each Tuesday at 2 p.m.
- Facebook Page
- English & Spanish

# Social Media



# Website

Monday-Friday  
8:00 a.m.-5:00 p.m.  
SunLine.org

Refueled Launches January 3  
at Level 3 Service

Click for more information

Level 3

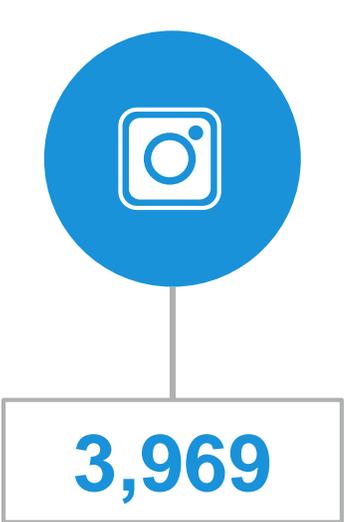
Have a Question?  
Live Chat is here.

**SunLine**  
**Re**fuel**ed**  
DRIVING THE FUTURE OF TRANSIT

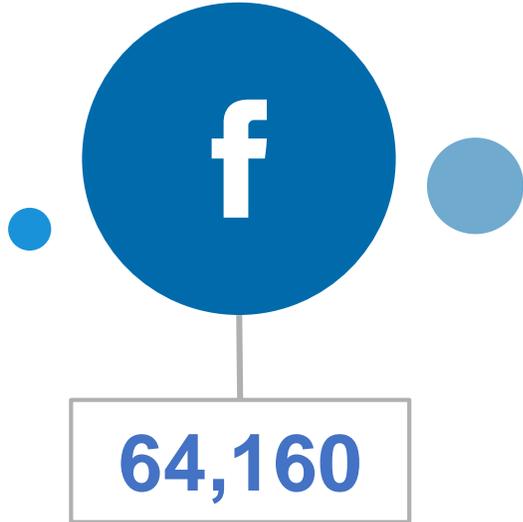
## SunLine.org/Refueled

- Introduced “LiveChat”
- New Route Information
- Resources

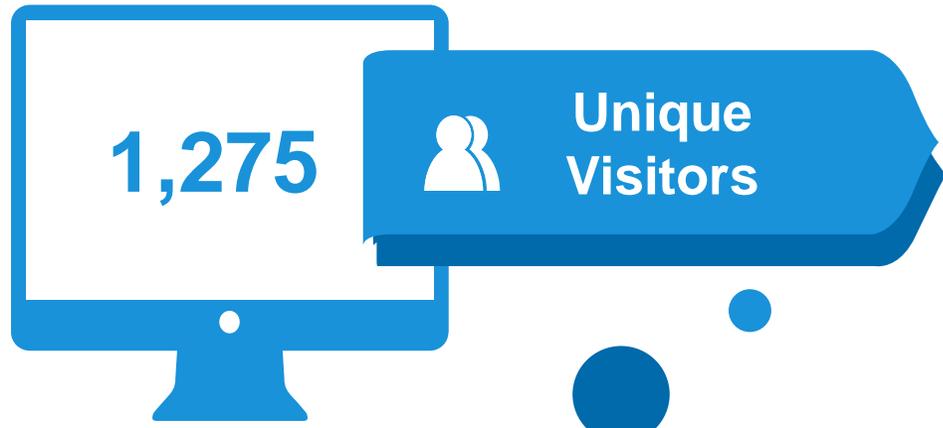
# Social Media & Website Results



Engagements



Impressions

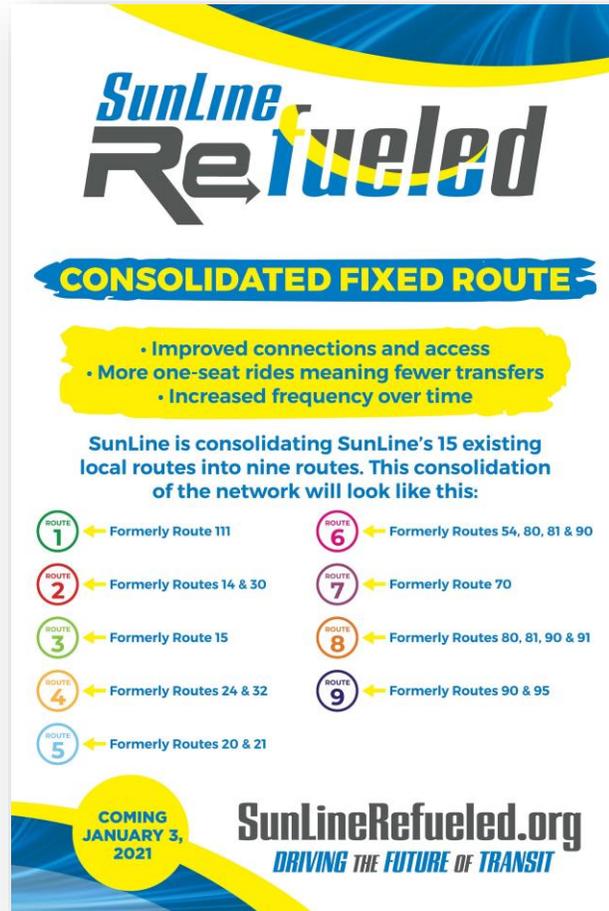


October 2020-January 2021

# Visual Branding

## Visual Aids

- Posters
- A-Frames
- Bus Shelter Ads
- Rack Cards
- Pamphlets
- Onboard Signs
- Rider's Guide



**SunLine Refueled**

**CONSOLIDATED FIXED ROUTE**

- Improved connections and access
- More one-seat rides meaning fewer transfers
- Increased frequency over time

SunLine is consolidating SunLine's 15 existing local routes into nine routes. This consolidation of the network will look like this:

<b>ROUTE 1</b> ← Formerly Route 111	<b>ROUTE 6</b> ← Formerly Routes 54, 80, 81 & 90
<b>ROUTE 2</b> ← Formerly Routes 14 & 30	<b>ROUTE 7</b> ← Formerly Route 70
<b>ROUTE 3</b> ← Formerly Route 15	<b>ROUTE 8</b> ← Formerly Routes 80, 81, 90 & 91
<b>ROUTE 4</b> ← Formerly Routes 24 & 32	<b>ROUTE 9</b> ← Formerly Routes 90 & 95
<b>ROUTE 5</b> ← Formerly Routes 20 & 21	

**COMING JANUARY 3, 2021**

**SunLineRefueled.org**  
DRIVING THE FUTURE OF TRANSIT



**RED DE RUTA FIJA CONSOLIDADA**  
COMENZANDO 3 DE ENERO DE 2021

Presentamos una red de ruta fija consolidada con:

- NUEVO SISTEMA DE NUMERACION DE LAS RUTAS**
- MENOS TRANSBORDES**
- CONEXIONES MEJORADAS Y ACCESO**

Para más información sobre los cambios visite:  
[SunLine.org/Refueled](http://SunLine.org/Refueled) o 760-343-3456

**SunLine Refueled**  
COMENZANDO EL FUTURO DE TRANSITO

32505 Harry Oliver Trail | Thousand Palms, CA 92276

# Visual Branding

**RIDER ALERT**  
**ALERTA PARA PASAJEROS**



SunLine Transit Agency introduces a redesigned fixed route network, featuring a new route numbering system.  
*SunLine Transit Agency presenta una red de rutas fijas rediseñada, con un nuevo sistema de numeración de rutas.*

**Effective: January 3, 2021**  
**En Efecto: 3 de enero de 2021**

Find out more about changes to expect to your commute at SunLine.org  
*Obtenga más información sobre los cambios que puede esperar su viaje diario en SunLine.org*



SunLine.org 760.343.3451

**YOUR ROUTES HAVE CHANGED**      **TUS RUTAS HAN CAMBIADO**

**CURRENT LEVEL**      **NIVEL ACTUAL**

All local routes operating on Sunday service schedule 7 days a week  
*\*SunRide service Monday-Friday only  
10 Commuter Link not in service*



Todas las rutas locales operan el servicio de domingo los 7 días de la semana  
*\*Servicio de SunRide solo de lunes a viernes  
El 10 Enlace de Cercanías aún no está en servicio*

STARTING JANUARY 3, 2021      COMENZANDO EL 3 DE ENERO DEL 2021

760-343-3451  
@SunLineTransit  
Refueled@SunLine.org  
SunLine.org




**NEW BUS STOP**  
**NUEVA PARADA DE AUTOBÚS**



**Effective: January 3, 2021**  
**Efectivo: 3 de enero de 2021**

ROUTE RUTA	BUS STOP PARADA DE AUTOBÚS

SunLine.org/Refueled  
760-343-3451



# Visual Branding

**ROUTE RUTA 4**

**WESTFIELD PALM DESERT PALM SPRINGS**

**WEEKDAY | ENTRE SEMANA**

EASTBOUND   HACIA EL ESTE					WESTBOUND   HACIA EL OESTE				
Stop	Time	Stop	Time	Stop	Time	Stop	Time	Stop	Time
500a	5:54	5:59	6:06	6:26	5:00a	5:20	5:54	6:06	6:34
5:40a	6:04	6:09	6:16	6:36	5:40a	6:04	6:16	6:36	6:34
6:20a	6:24	6:29	6:36	6:56	6:20a	6:24	6:36	6:56	6:54
7:00a	7:04	7:09	7:16	7:36	7:00a	7:04	7:16	7:36	7:34
7:40a	7:44	7:49	7:56	8:16	7:40a	7:44	7:56	8:16	8:14
8:20a	8:24	8:29	8:36	8:56	8:20a	8:24	8:36	8:56	8:54
9:00a	9:04	9:09	9:16	9:36	9:00a	9:04	9:16	9:36	9:34
9:40a	9:44	9:49	9:56	10:16	9:40a	9:44	9:56	10:16	10:14
10:20a	10:24	10:29	10:36	10:56	10:20a	10:24	10:36	10:56	10:54
11:00a	11:04	11:09	11:16	11:36	11:00a	11:04	11:16	11:36	11:34
11:40a	11:44	11:49	11:56	12:16	11:40a	11:44	11:56	12:16	12:14
12:20p	12:24	12:29	12:36	12:56	12:20p	12:24	12:36	12:56	12:54
1:00p	1:04	1:09	1:16	1:36	1:00p	1:04	1:16	1:36	1:34
1:40p	1:44	1:49	1:56	2:16	1:40p	1:44	1:56	2:16	2:14
2:20p	2:24	2:29	2:36	2:56	2:20p	2:24	2:36	2:56	2:54
3:00p	3:04	3:09	3:16	3:36	3:00p	3:04	3:16	3:36	3:34
3:40p	3:44	3:49	3:56	4:16	3:40p	3:44	3:56	4:16	4:14
4:20p	4:24	4:29	4:36	4:56	4:20p	4:24	4:36	4:56	4:54
5:00p	5:04	5:09	5:16	5:36	5:00p	5:04	5:16	5:36	5:34
5:40p	5:44	5:49	5:56	6:16	5:40p	5:44	5:56	6:16	6:14
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7:40p	7:44	7:49	7:56	8:16	7:40p	7:44	7:56	8:16	8:14
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**SunLine Re fueled**  
DRIVING THE FUTURE OF TRANSIT

760.343.3451

**SunLine Re fueled**

**DRIVING THE FUTURE OF TRANSIT**

**ALL NEW ROUTES**

**RIDER'S GUIDE**

ISSUED JANUARY 3, 2021  
VOLUME II | ISSUE 1

**SunLine Re fueled**

**CONDUCIENDO EL FUTURO DE TRANSITO**

**NUEVAS RUTAS**

**GUÍA DEL PASAJERO**

EXPEDIDO EL 3 DE ENERO DEL 2021  
VOLUMEN II | EDICIÓN 1

**ROUTE RUTA 1**

**COACHELLA VIA HWY 77 TO PALM SPRINGS**

**WEEKEND/HOLIDAY | FIN DE SEMANA / DIA**

EASTBOUND   HACIA EL ESTE					WESTBOUND   HACIA EL OESTE					
Stop	Time	Stop	Time	Stop	Time	Stop	Time	Stop	Time	
500a	5:29	5:40	6:14	6:29	6:40	5:00a	5:14	5:29	6:06	6:29
5:40a	5:49	6:06	6:34	6:49	7:00	5:20a	5:34	5:49	6:26	6:49
6:20a	6:29	6:46	7:14	7:29	7:40	6:00a	6:14	6:29	7:06	7:29
7:00a	7:09	7:26	7:54	8:09	8:20	6:40a	6:54	7:09	7:46	8:09
7:40a	7:49	8:06	8:34	8:49	9:00	7:20a	7:34	7:49	8:26	8:49
8:20a	8:29	8:46	9:14	9:29	9:40	8:00a	8:14	8:29	9:06	9:29
9:00a	9:09	9:26	9:54	10:09	10:20	8:40a	8:54	9:09	9:46	10:09
9:40a	9:49	10:06	10:34	10:49	11:00	9:20a	9:34	9:49	10:26	10:49
10:20a	10:29	10:46	11:14	11:29	11:40	10:00a	10:14	10:29	11:06	11:29
11:00a	11:09	11:26	11:54	12:09	12:20	10:40a	10:54	11:09	11:46	12:09
11:40a	11:49	12:06	12:34	12:49	13:00	11:20a	11:34	11:49	12:26	12:49
12:20p	12:29	12:46	13:14	13:29	13:40	12:00p	12:14	12:29	13:06	13:29
1:00p	1:09	1:26	1:54	2:09	2:20	12:40p	12:54	13:09	13:46	13:29
1:40p	1:49	1:66	1:34	1:49	2:00	1:20p	1:34	1:49	2:26	2:00
2:20p	2:29	2:46	2:14	2:29	2:40	2:00p	2:14	2:29	3:06	2:40
3:00p	3:09	3:26	2:54	3:09	3:20	2:40p	2:54	3:09	3:46	3:20
3:40p	3:49	4:06	3:34	3:49	4:00	3:20p	3:34	3:49	4:26	4:00
4:20p	4:29	4:46	4:14	4:29	4:40	4:00p	4:14	4:29	5:06	4:40
5:00p	5:09	5:26	4:54	5:09	5:20	4:40p	4:54	5:09	5:46	5:20
5:40p	5:49	6:06	5:34	5:49	6:00	5:20p	5:34	5:49	6:26	6:00
6:20p	6:29	6:46	6:14	6:29	6:40	6:00p	6:14	6:29	7:06	6:40
7:00p	7:09	7:26	6:54	7:09	7:20	6:40p	6:54	7:09	7:46	7:20
7:40p	7:49	8:06	7:34	7:49	8:00	7:20p	7:34	7:49	8:26	8:00
8:20p	8:29	8:46	8:14	8:29	8:40	8:00p	8:14	8:29	9:06	8:40
9:00p	9:09	9:26	8:54	9:09	9:20	8:40p	8:54	9:09	9:46	9:20
9:40p	9:49	10:06	9:34	9:49	10:00	9:20p	9:34	9:49	10:26	10:00
10:20p	10:29	10:46	10:14	10:29	10:40	10:00p	10:14	10:29	11:06	10:40
11:00p	11:09	11:26	10:54	11:09	11:20	10:40p	10:54	11:09	11:46	11:20

SunBus FARES & PASSES / BOLETOS Y PASES			
Single Ride Tarifa	Day Pass Pase de Dia	10-Ride Pass Pase de 10 Viajes	31-Day Pass Pase de 31 Dias
ADULT/ADULTO \$1.00	\$3.00	\$10.00	\$34.00
YOUTH/JUVEN \$ .85	\$2.00	\$8.50	\$24.00
60+ YEARS / DISABLED / 60+ AÑOS / DISCAPACITADA \$ .50	\$1.50	\$5.00	\$17.00
TRANSFERS TRASLADOS \$ .25	INCLUDED INCLUIDA	\$ .25	INCLUDED INCLUIDA

**SunLine Re fueled**  
DRIVING THE FUTURE OF TRANSIT

760.343.3451

# Advertising

Newspaper



**170,500**

Impressions

Radio



**1,137,100**

Gross Impressions

TV News Hits



**163,133**

Households

Increased emphasis on advertising to help with the limitations on in-person outreach

# Community Feedback

## What We Heard

“Without the chat with you today I would miss my doctors appointment tomorrow. Thank you. You have great patience with a customer like me.”

"Security Officer at JFK this is important to me as Sunbus Rider. Hopefully the transition to New Routes will move calmly and riders will enjoy the new service. Been a Sun Bus rider for 8 yrs and enjoyed the care and hospitality of the drivers /staff and dedication they give as Professionals."

“My husband forgot when he went to work it confused him for a minute but all is good.”

“All of us who don’t have vehicles owe our transportation lives to your willingness and commitment. One CANNOT pay homage to that kind of dedication.”

# Next Steps



- Continuing digital engagement efforts
- Ongoing education and marketing efforts
- Increasing awareness of SunRide



Questions?

[www.SunLine.org/Refueled](http://www.SunLine.org/Refueled)