



SunLine Transit Agency  
April 24, 2019  
11:15 a.m. – 12:00 p.m.

## AGENDA

### STRATEGIC PLANNING & OPERATIONAL COMMITTEE

Board Room

32-505 Harry Oliver Trail  
Thousand Palms, CA 92276

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](http://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. ROLL CALL

3. PRESENTATIONS

a. Transit Network Redesign – Interactive Map  
(Staff: Victor A. Duran, Transit Planning Manager)

4. FINALIZATION OF AGENDA

5. PUBLIC COMMENTS

RECEIVE COMMENTS

#### NON AGENDA ITEMS

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

**ITEM**

**RECOMMENDATION**

- 6. COMMITTEE MEMBER COMMENTS
- 7. TRANSIT NETWORK REDESIGN -  
FARE STRATEGY (FOLLOW-UP)  
(Staff: Victor A. Duran, Transit Planning Manager)
- 8. ADJOURN

RECEIVE COMMENTS  
  
INFORMATION  
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## SunLine Transit Agency

**DATE:** April 24, 2019 **INFORMATION**

**TO:** Strategic Planning & Operational Committee

**FROM:** Victor A. Duran, Transit Planning Manager

**RE:** Transit Network Redesign – Fare Strategy (Follow-Up)

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### Background

This is a follow-up from the presentation on Transit Network Redesign – Fare Strategy given to the Strategic Planning & Operational Committee on March 27, 2019.

The following informational analysis has been concluded from the current fare structure:

<b>February 2019 YTD – Ridership Information</b>	
Customers Receiving Lower than General Fare	47.3%
Customers Utilizing Passes	43.7%
Customers Utilizing Transfers	16.5%

In the presentation, it was discussed that the revenue gained from a fare increase would yield between \$900,000 (using a 20% decrease in ridership) and \$1,500,000 (using a 6% decrease in ridership).

Our goal to minimize the loss of ridership is to utilize this additional revenue and re-invest into our system to create a more appealing service and create ridership growth.

Utilizing data from Houston Metro, a redesigned network in 2015 has increased their fixed route ridership by 3% comparing FY2017 with FY2018.

As customers respond positively to SunLine's enhancements, ridership growth will create a positive net gain for SunLine above the projected \$1,500,000 revenue gain. For example, if ridership remained the same there would be a potential \$1,750,000 revenue gain.