AGENDA

STRATEGIC PLANNING & OPERATIONAL COMMITTEE
Regular Meeting

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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 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.

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<tr>
<th>ITEM</th>
<th>RECOMMENDATION</th>
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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.

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<thead>
<tr>
<th>ITEM</th>
<th>RECOMMENDATION</th>
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<tbody>
<tr>
<td>1.</td>
<td>CALL TO ORDER</td>
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<td>2.</td>
<td>FLAG SALUTE</td>
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<td>3.</td>
<td>ROLL CALL</td>
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<td>4.</td>
<td>PRESENTATIONS</td>
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<tr>
<td>a.</td>
<td>Refueled Update (Staff: Planning Department, Taxi Department and Marketing Department) (PAGE 3-32)</td>
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<tr>
<td>5.</td>
<td>FINALIZATION OF AGENDA</td>
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| 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 |
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

- **Jan. 2021:** Consolidated Fixed Route Network
- **Jan. 2021:** SunRide
- **Jan. 2021:** 10 Commuter Link
- **May 2021:** Route IX
COVID-19 Trend
(source: CDC data for CA through January 17, 2021)
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

<table>
<thead>
<tr>
<th></th>
<th>Saturday</th>
<th>Sunday</th>
<th>Weekday</th>
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<tbody>
<tr>
<td><strong>Average ridership April 2020</strong></td>
<td>4,146</td>
<td>3,621</td>
<td>4,528</td>
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<tr>
<td><strong>Average ridership January 2021</strong></td>
<td>4,621</td>
<td>4,070</td>
<td>5,093</td>
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<tr>
<td><strong>Change</strong></td>
<td>475</td>
<td>449</td>
<td>565</td>
</tr>
<tr>
<td><strong>Percent</strong></td>
<td>▲ 11%</td>
<td>▲ 12%</td>
<td>▲ 12%</td>
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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 SRTP
  o Planning and Programming
  o Major capital and operating plans
  o May 2021 Board approval
SunRide Update
Service Launch

• Launched January 4, 2021
  o Monday-Friday service
  o 5:30 a.m.-6:30 p.m.
  o $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
#TransitTuesday

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

SunLine Transit Agency was live.
Published by Reeds Alexander · December 18, 2020 · 🔥
Come play Kahoot and learn more about SunLine Refueled!

The new Route 2 is a combination of which two current routes?

40

171 14

30 1451/2327

546 People Reached 134 Engagements

Boost Post

25 Comments 3 Shares

Like · Comment · Share

SunLine Refueled

Driving the Future of Transit

Jeopardy! Refueled Edition

Join us on Facebook Live: @SunLineTransit

Sunline Transit Agency

Published by Sprout Social · December 27, 2020 at 12:05 PM · 📺

One week away and we are getting excited! 7 days till Route 7 becomes a reality.

Travelling between Bermuda Dunes and City of La Quinta - Government there are so many exciting destinations along Route 7. Grab your tennis racket and jump on this route to the Indian Wells Tennis Garden, Indian Wells Tennis Garden. If you crave some fresh produce, you can take Route 7 to Old Town La Quinta Old Town La Quinta on Sunday’s to shop at the Certified Farmers’ Market La Quinta. This ... See More

SunLine Refueled

Driving the Future of Transit

DRIVING THE FUTURE OF TRANSIT
Website

SunLine.org/Refueled

- Introduced “LiveChat”
- New Route Information
- Resources

Have a Question?
Live Chat is here.
Social Media & Website Results

- **Engagements**: 3,969
- **Impressions**: 64,160
- **Unique Visitors**: 1,275

October 2020 - January 2021
Visual Branding

Visual Aids
• Posters
• A-Frames
• Bus Shelter Ads
• Rack Cards
• Pamphlets
• Onboard Signs
• Rider’s Guide
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