



BOARD OF DIRECTORS MEETING

REFUELED STATUS REPORT

October 2020

AGENDA

➤ Outreach Overview & Summary of Survey Results
Nicholas Robles, Marketing & Events Manager

➤ Implementation Status Report
Rohan Kuruppu, Chief Planning Consultant

Outreach Overview

In-Person

Street Team Visits



Mobile Outreach Bus



Public Hearings
(online options as well)



Virtual

Zoom Webinars and
Tele-Town Halls



One-on-One
Organization Meetings



Social Media Q&A and
"Live" Events



Street Team & Mobile Outreach Interactions



AUGUST



SEPTEMBER



OCTOBER



2,749
INTERACTIONS



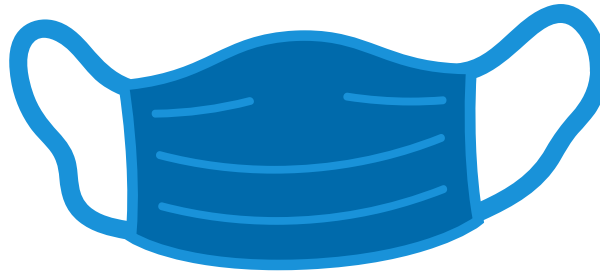
SunLine
Re fueled

DRIVING THE FUTURE OF TRANSIT

Partnerships



flyers and survey
cards distributed
by partners

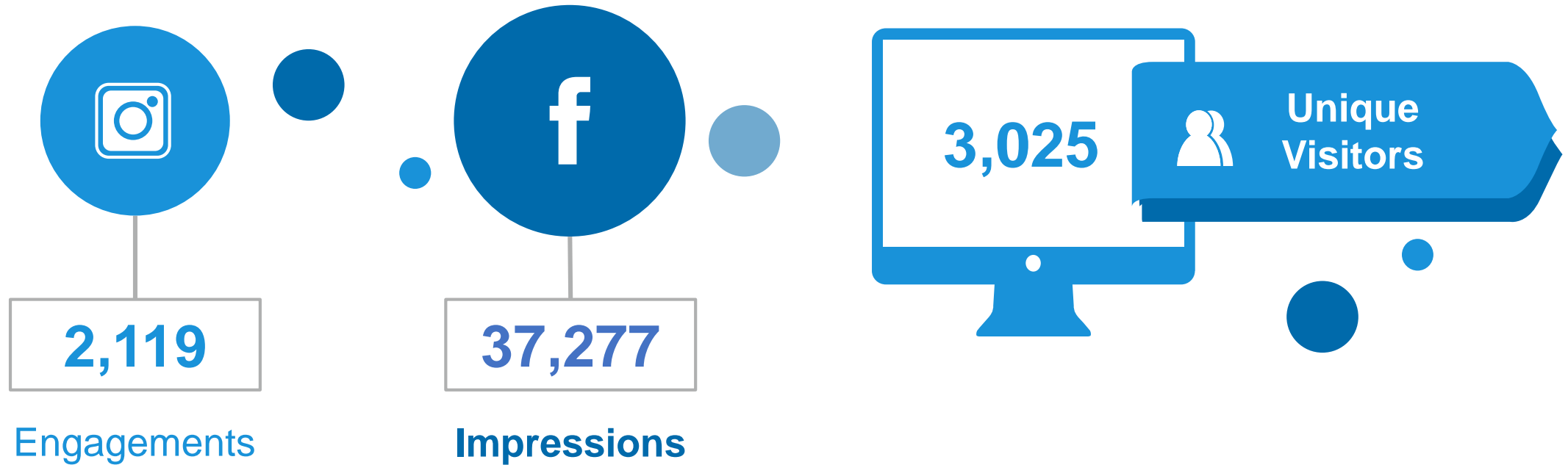


masks and PPE
distribution



social media live
events for targeted
audiences

Social Media & Website



Press & Paid Advertisements

Newspaper



382,500

impressions

Radio



4,552,400

impressions

TV News Hits



\$15,416.51

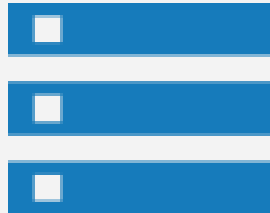
publicity value

Survey Results



530

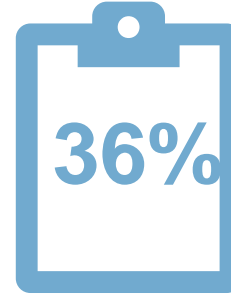
Participants



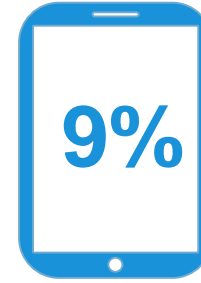
3,373

Responses

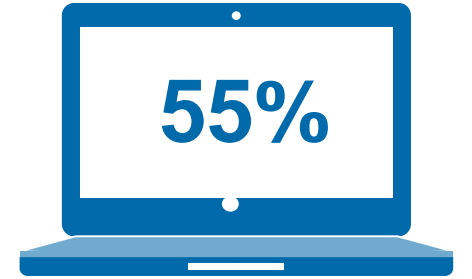
Survey Submission Method



at
**Street
Team
Visits**



via
Text



via
web

Smartphone Access



Yes | 87.2%

Connections to Smartphone Access:

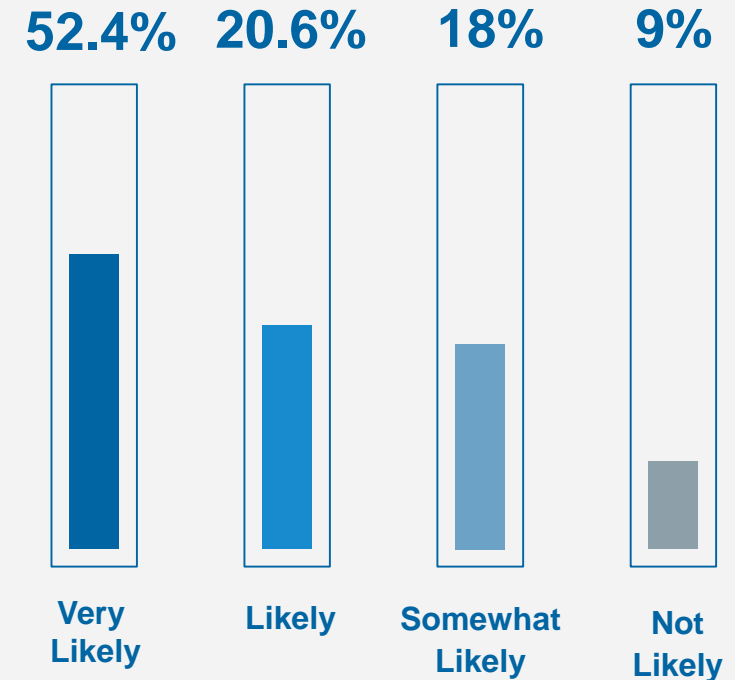
- Booking microtransit trips with SunRide
- Tracking the SunBus with myStop mobile
- Options for contactless payment with Token Transit

Ridership & Future Service Interest



84%
of survey
respondents ride the
bus **at least once**
per month

How likely would you be to
utilize the Route 1X service?



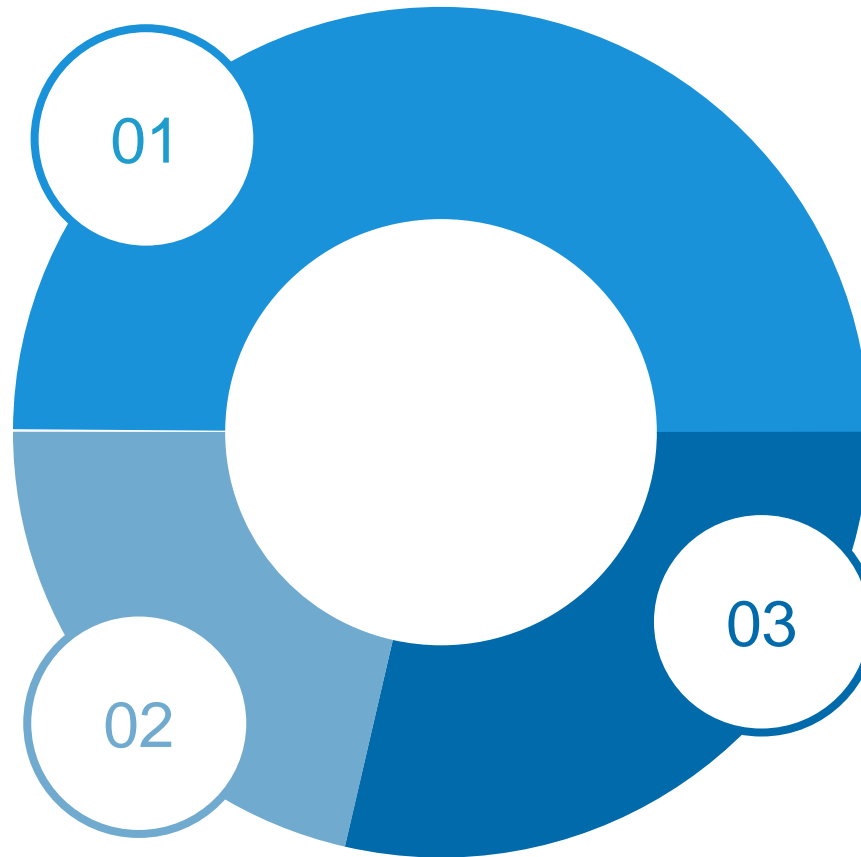
Key Themes

Enhanced Bus Stops

Broad support was expressed for enhanced bus stops

Cleanliness

Respondents commented on the importance of buses being clean in the era of COVID-19



Frequency of Service

Respondents noted that this would encourage them to use public transportation more often

Implementation Status Report

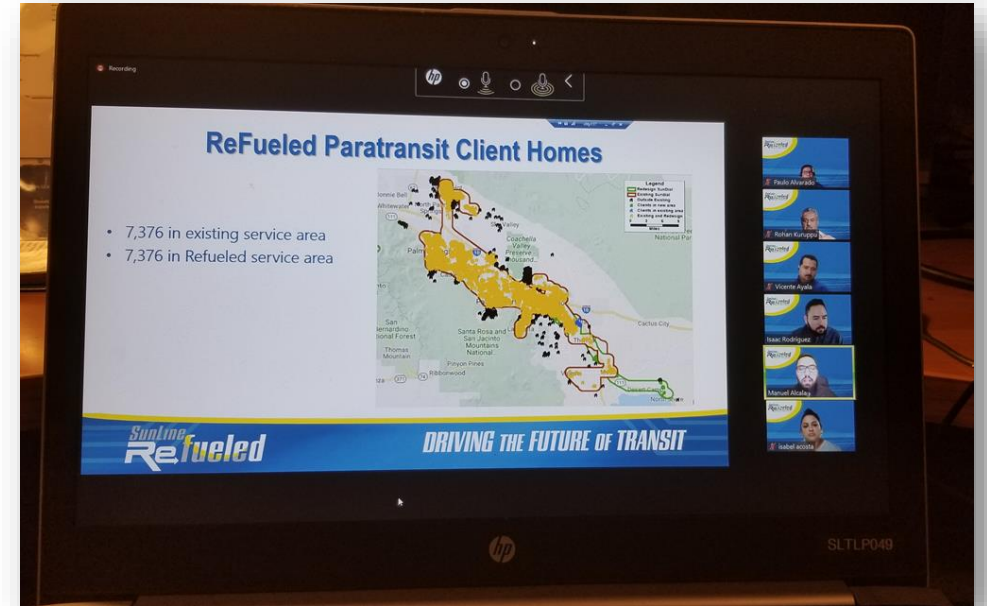
Status Report

- Board of Directors/RCTC approved – June 2020
- Met with all jurisdictions
- Refueled implementation an agency-wide effort
- Met with coach operators
- Safety review
- Open, inclusive and responsive process

Public Hearings



Conducted in-person
formal public hearings
and informal conversations



Conducted formal public
hearings online

Field Work



Status Report

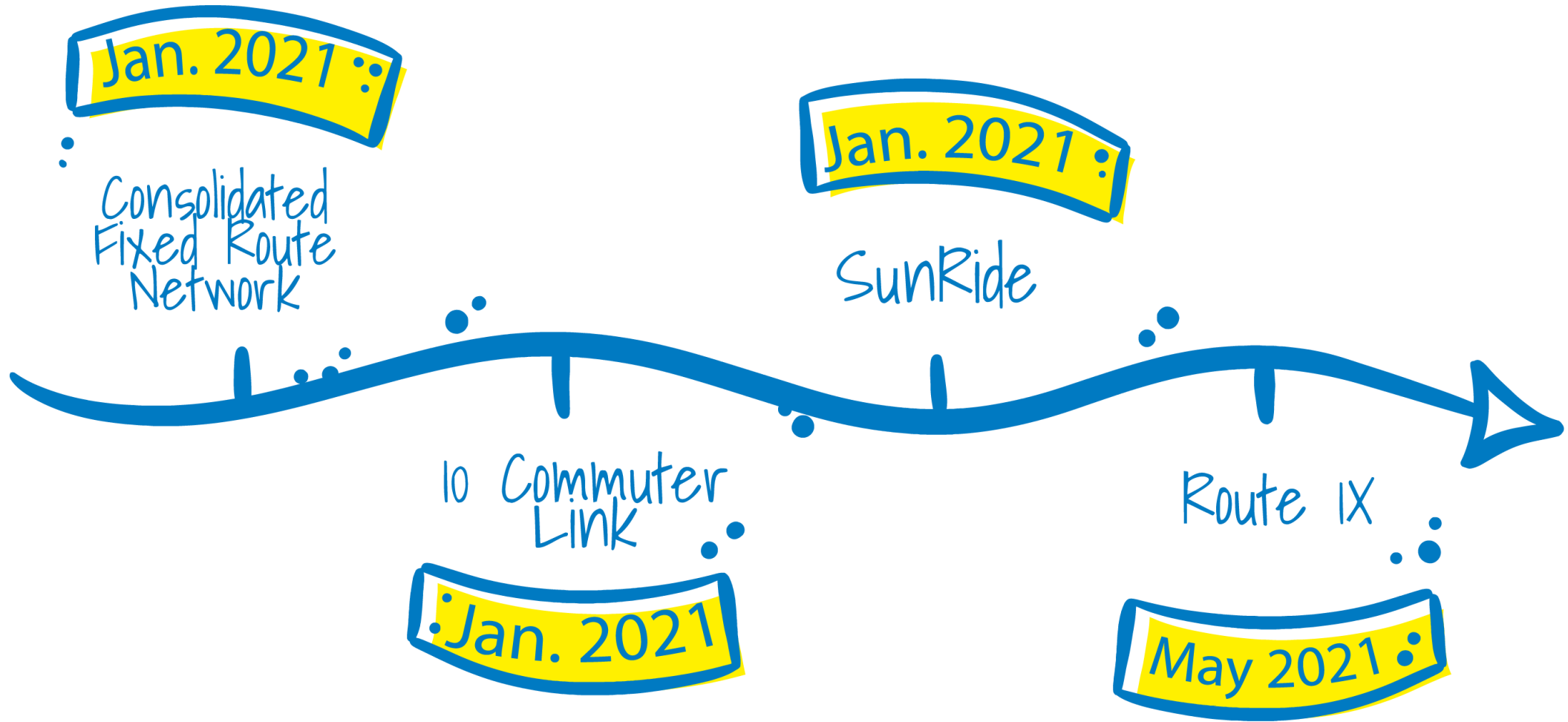
- New bus stops installation
 - In-house
 - Contracted
- Fleet plan
- Interagency coordination
- Prepared content for the Rider's Guide
 - Time Tables
 - Detailed Maps
 - Public information



Status Report

- Service change – work assignments
- Coach operator training and public information materials
- Program headsigns and automated passenger information system
- Program bus stop announcement system
- Ambassador program
- Service level – pre COVID 19 level of service (consistent with the approved budget and SRTP)

Refueled Service Effective: Sunday, January 3, 2021



Next Steps

- Training coach operators
- Continuing the efforts of the transit ambassador program
- Publishing the new Rider's Guide
- Monitoring the performance of the new service, beginning in January
- Conducting a comprehensive third-party review of the Refueled network and customer – October 2021
- Ongoing improvement of SunLine's operations and amenities



Questions?

www.SunLineRefueled.org