

# ANNUAL REPORT FY 2019



# Message from the General Manager

I am pleased to share this FY 2018-2019 Annual Report for Sun Tran, Sun Van and Sun Link. In Fiscal Year 2018, RATP Dev assumed the management of Sun Tran and Sun Van in addition to their existing presence at Sun Link. This year, RATP Dev executed a multi-year contract with the City to formalize the partnership and marked the first year that all three modes of public transportation in Tucson – Sun Tran, Sun Link, and Sun Van – are all managed as a single entity.

Sun Tran’s mission is to meet the mobility needs of our customers by providing a high quality transit service. We want to provide that service efficiently, safely and with the highest level of customer service. To meet these goals, Sun Tran worked to better understand the needs of our customers and establish strategic partnerships in the community.

Sun Tran worked collaboratively with the City of Tucson and the Transit Task Force to develop a strategic plan for transit. This plan identified five goals to guide us in meeting our mission:

- Quality:** Develop a comfortable attractive and convenient transit network.
- Performance:** Build and operate a safe and efficient transit system.
- Innovation:** Develop and maintain creative partnerships that support a robust transit system.
- Sustainability:** Maintain an affordable, environmentally friendly and viable transit system.
- Value:** Promote an understanding of the value of transit to the community.

We are proud of our successes this year. Sun Tran has been recognized as one of the safest public transit systems in the country. We are taking a leadership role examining new technologies, such as electric buses, to make the transit system more sustainable and efficient. We have engaged local businesses and schools to build partnerships and conducted research projects to gain insight on the opinion and knowledge of transit in Tucson. RATP Dev and transit staff look forward to continuing our partnership with the City of Tucson and improving transit service in the future!



Steve Spade,  
General Manager

## BY THE NUMBERS

**894 Employees**, with 420 Coach Operators, 179 Van Operators & 18 Streetcar Operators

**9,376,160** Total Service Miles (Sun Tran)

**237 buses** in Sun Tran Fleet, with 68 CNG buses

Average age of buses is **7.8 years** old

**29 Regular** Fixed Routes and **12 Express** Routes

Sun Tran averaged **47,969** weekday passengers; Sun Link averaged **2,852** per weekday

**92.3%** of all Sun Tran trips arrived on-time

Sun Tran had **.55** Preventable Vehicle Accidents per 100,000 Miles and Sun Van had **.78**

Participated in **40** community events

**496 START** participants

**323,059** Total Service Hours (Sun Van)

Route 18 averaged **37.7** passengers per hour (highest of all routes)

Customer Service answered a total of **201,473** calls, with **4%** received in Spanish

**54 Get on Board** members

**121,730** activated rides on the GoTucson Transit app

Sold **7,563** 3-Day Passes

**14,115** combined social media followers

Solar panels generated **152,270 kWh** of electricity at Sun Tran’s North Yard, totaling **\$15,227** in savings

## RATP Dev



Steve Spade  
General Manager



Sabrina Herrera  
Assistant General  
Manager, Sun Tran



Shawn Mangan  
Assistant General  
Manager, Sun Van



Lois Pittman  
Assistant General  
Manager, Sun Link



Daniel Nascarella  
Director of  
Safety & Security

# Achieving Our Mission

**QUALITY** *Develop a comfortable, attractive, and convenient transit network*

## Sun Van Upgrades Navigation Technology

Sun Van purchased 139 tablets and upgraded existing software for improved trip navigation. The tablets use enhanced GPS technology to provide drivers with accurate turn-by-turn navigation, resulting in less time searching for a passenger's location. This fall, 31 new Sun Van vehicles will go into service. Each will be equipped with the trip navigation tablets, allowing more efficient trips for drivers and passengers.

## Providing Access to Businesses

Route 15 (Campbell) was extended south on Kino Parkway to serve GEICO's newly constructed office building. The extension provides GEICO's 1,500 associates convenient transportation to work and offers the public easy access to businesses in the Tucson Marketplace at the Bridges. In addition, Route 2 (Pueblo Gardens) now travels to El Rio Health Center, on Cherrybell Stravenue and 22nd Street, providing vital access to healthcare services.

## Improvements to Customer Service

To address passenger needs, Sun Tran re-opened its Customer Service booths at the Ronstadt and Laos Transit Centers. Passengers are able to speak directly with representatives for assistance with bus route and schedule questions.

For added convenience, passengers who've left personal items on the bus or streetcar can call and pick-up lost items directly from the Customer Service Center at Sun Tran's Administrative offices.

**PERFORMANCE** *Build and operate a safe and efficient transit system*

## Reducing Accident Frequency

Sun Tran's Preventable Accident Frequency Rate (PAFR) for the year has been among the best. The PAFR national average is 0.90 accidents per 100,000 miles. Sun Tran averaged 0.55 accidents per 100,000 miles and Sun Van averaged 0.78, keeping passengers and other road users safer than ever before.

## Passenger and Operator Safety



Sun Tran takes safety very seriously. Last year Sun Tran conducted a security analysis to identify and analyze potential incidents that threaten the safety of our customers and employees. Sun Tran has taken several steps based on the analysis.

- Sun Tran operators participated in conflict de-escalation and customer service training.
- Sun Tran supervisors participated in the National Transit Institute Assault Awareness and Prevention training and are now qualified to teach the training to all bus operators.
- Sun Tran developed Code of Conduct policies defining expectations of passengers.

As a result of these steps, assaults and incidents have drastically fallen. This year to date, there have only been 6 incidents.

## Mission

Working together to improve the community's quality of life by providing safe, efficient, reliable customer-focused public transportation.

## Vision

Public transportation becomes the preferred choice for travel in the region.



Rosemarie, Transit Center Rep.

# Achieving Our Mission

**INNOVATION** *Develop and maintain creative partnerships that support a robust transit system*

## Partnering with Transit

Throughout the year, Sun Tran and Sun Link partnered with organizations to offer Free Rides during some of Tucson's major events. Sponsors included:

- Local Districts & University of Arizona - Small Business Saturday
- Downtown Tucson Partnership - Parade of Lights
- Tucson Roadrunners hockey
- DUSK Music Festival
- The City of Tucson - Election Day

Each event boosted interest in transit and increased ridership. On Election Day, there was a 5.4% increase on Sun Tran.



## Increasing 3-Day Ticket Sales

The 3-Day Pass became a permanent fare option in FY19 and primarily provides an economical way for visitors to use transit in Tucson. To reach more visitors in FY20, Sun Tran is partnering with the tourism and convention industry, as well as with hotels. When large conferences and conventions visit Tucson, Sun Tran offers discounted rates of the 3-Day Pass.



**SUSTAINABILITY** *Maintain an affordable, environmentally friendly, and financially viable transit system*

## Zero-Emission Battery Electric Buses

The City of Tucson is among 38 recipients awarded funding from the Federal Transportation Administration's (FTA) 'Low-No' Grant program. The grant will provide Sun Tran \$2.6 million to purchase at least three Zero-Emission Battery Electric Buses and electric charging infrastructure. By replacing aging biodiesel buses, the electric buses will help reduce greenhouse gas emissions and advance the usage of clean, renewable transportation options in Tucson.



## Long-Range Regional Transit Plan

Sun Tran participated with the Regional Transportation Authority (RTA), Jarret Walker & Associates, and the City of Tucson in workshops and information gathering activities related to the Long-Range Regional Transit Plan. The plan will identify increased mobility options through improvements to public transportation and expects to focus on a "frequency first" approach to provide timely service.

## Complete Streets for Tucson

The City of Tucson adopted a Complete Streets policy aimed to provide a safe, connected, and equitable transportation network to ensure everyone can get around the city with ease. Sun Tran is working with the City to integrate the Complete Streets concept into the planning and design of accessible, interconnected, environmentally-sustainable and comfortable transit stops along high capacity transit corridors.



# Achieving Our Mission

**VALUE** Promote an understanding of the value of transit to the community

## Learning from Non-Riders

Sun Tran partnered with ETC Institute to gather information from non-riders living in Tucson about their perceptions of transit, their likelihood to try different systems, and their perceived barriers to ridership. Sun Tran will use the findings to increase ridership, improve the rider experience and to improve the public image of Sun Tran.

## Faces of Transit

There are nearly 50,000 passengers each weekday that depend on Sun Tran to get to and from work or school. In Sun Tran's new video series, Faces of Transit, riders from different backgrounds and experiences share their stories about how transit benefits their lives. By highlighting the many faces of transit, Sun Tran aspires to show that public transportation can be for everyone.



Autumn, Faces of Transit video

## AWARDS

Each year RATP Dev recognizes transit systems for safety accomplishments and professional staff for their example of representing the values of RATP Dev. In 2018, Tucson received two awards from RATP Dev.

**Safety** – Sun Tran and Sun Van were recognized as having the best safety record of all transit systems operated by RATP Dev nationally.

**Integrity** – Tucson general manager, Steve Spade, was the recipient of the RATP Dev Integrity Award for 2018.

Sun Link received the **Excellence Award for Transit Organization of the Year** by the Arizona Transit Association (AzTA) and Arizona Department of Transportation (ADOT).

## IN THE COMMUNITY

### Stuff the Bus

Sun Tran's annual 'Stuff-the-Bus' events collected 53,000 total lbs. of food items for the Community Food Bank, plus 1,689 toys and \$1,247 for the Salvation Army.

### Casa Alitas Shelter

The Tucson-based Casa Alitas shelter serves aid to migrant families who are seeking asylum. Sun Tran staff held a donation drive to benefit the shelter and collected over a thousand pieces of clothing items!

### Arizona Bowl

Sun Tran served military personnel and their families with convenient and affordable transportation to the 2018 Arizona Bowl game. Sun Tran Route 3 provided direct bus service to and from Davis-Monthan Air Force Base to Arizona Stadium.



# Driving Forward

## UNIVERSAL ACCESS PROGRAM

Sun Tran is expanding the reach of transit in the region with an innovative program, Universal Access. Sun Tran and Tucson Department of Transportation (TDOT) leaders are currently seeking opportunities to introduce Universal Access, a fare incentive program designed to create strategic partnerships and have a positive impact on transit ridership.

Securing partnerships will focus on employers, residential developments, and schools. Currently, Sun Tran is in discussion with the Tucson Unified School District (TUSD) to partner and provide more transportation options for their students in 2020.

As a Universal Access provider, organizations pay a deeply discounted rate so all employees, students, residents or clients can use transit unconditionally throughout the year.

## THAT'S HOW WE ROLL – RIDE WITH RESPECT

Sun Tran’s mission is to provide a safe and reliable public transportation system. In FY19, Sun Tran worked to develop a Rider Code of Conduct that creates a consistent policy for all transit riders. The code will help ensure a safe, respectful and positive experience, while also discouraging disruptive, intrusive, unsafe or inappropriate behaviors on transit vehicles and facilities.

To communicate this policy with passengers, marketing staff collaborated with a local children’s musical entertainer, Mr. Nature, to produce a fun and engaging video series, called “That’s How We Roll.” In early FY20, Sun Tran will release the ‘That’s How We Roll’ video series and continue to promote and maintain awareness of the Code of Conduct, ensuring passengers ‘Ride with Respect.’



## NEW TECHNOLOGY FOR IMPROVED EXPERIENCE

With increased accessibility to the internet and smartphones, transit users have now come to expect quick and accurate information while commuting. To meet this growing demand, Sun Tran is developing a new mobile app that will provide real-time bus and streetcar information for predicting accurate arrival times, and an intuitive trip planning tool for getting reliable directions on-the-go.

In addition, Sun Tran will redesign its transit websites for Sun Tran, Sun Link, Sun Shuttle and Sun Van into a single, consolidated site. The unified site will provide a seamless experience for users to find information easily across all public transit services in Tucson. The new mobile app and redesigned website are expected to publicly launch in late FY20.



# Service Snapshot

## SUN TRAN



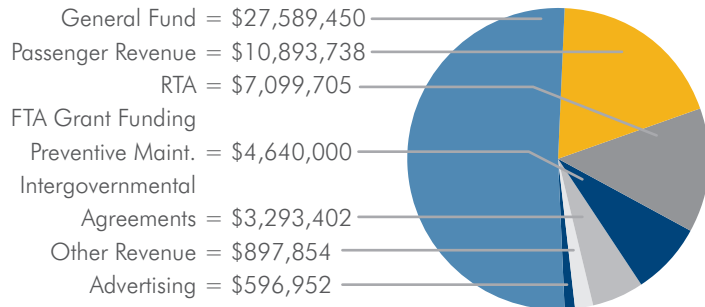
### Ridership

FY 2019 - 14,262,758

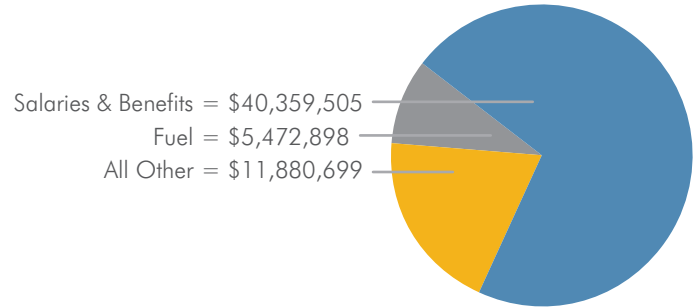
- 6.2%

FY 2018 - 15,205,419

### Total Operating Revenue = \$55,011,101



### Total Operating Expenditures = \$57,713,102



## SUN LINK



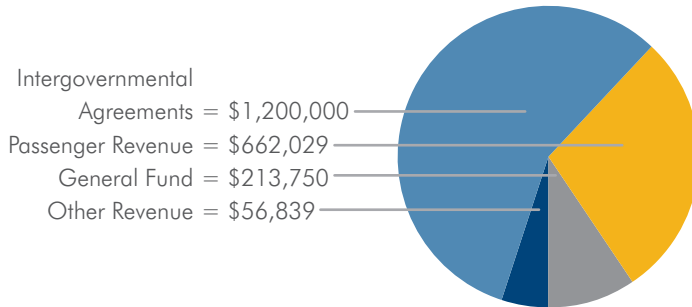
### Ridership

FY 2019 - 896,991

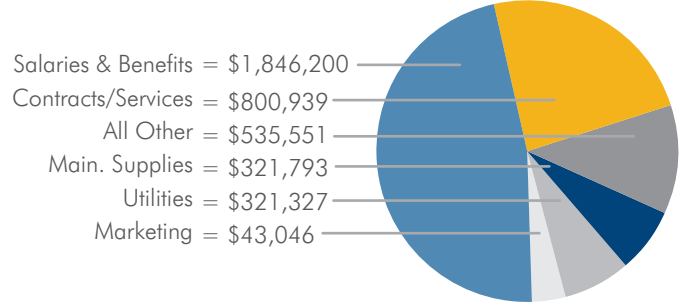
- 0.3%

FY 2018 - 899,854

### Total Operating Revenue = \$2,132,618



### Total Operating Expenditures = \$3,868,856



## SUN VAN



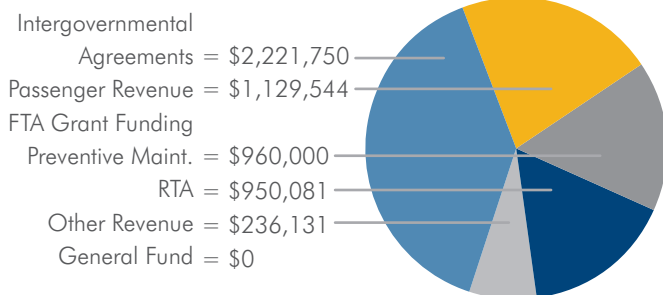
### Ridership

FY 2019 - 543,246

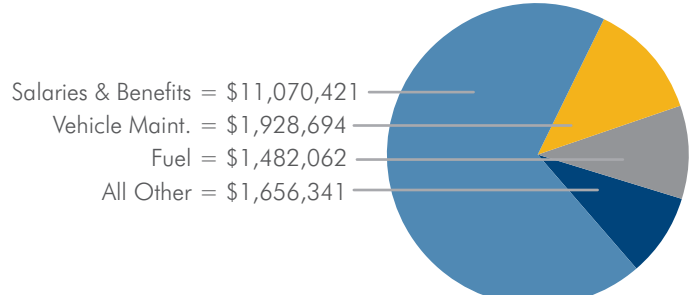
- 2.5%

FY 2018 - 557,275

### Total Operating Revenue = \$5,497,506



### Total Operating Expenditures = \$16,137,518



### Passengers/Hour

Sun Tran = 20.84  
Sun Link = 34.69  
Sun Van = 1.83



### On-Time Performance

Sun Tran = 92.3%  
Sun Link = 98.5%  
Sun Van = 95.7%

## City of Tucson

Mayor ..... *Jonathan Rothschild*  
Ward 1 ..... *Regina Romero*  
Ward 2 ..... *Paul Cunningham*  
Ward 3 ..... *Paul Durham*  
Ward 4 ..... *Shirley Scott*  
Ward 5 ..... *Richard Fimbres*  
Ward 6 ..... *Steve Kozachik*

City Manager ..... *Michael Ortega*  
Director, Department  
of Transportation ..... *Diana Alarcon*  
Deputy Director, Department  
of Transportation ..... *Robin Raine*

## RTA 2019 Board Members

Arizona State Transportation Board Representative — *Mike Hammond, RTA Chair*  
Pima County Board of Supervisors — *Ramón Valadez, RTA 2nd Vice Chair*  
City of South Tucson Mayor — *Bob Teso, RTA 2nd Vice Chair*  
City of Tucson Mayor — *Jonathan Rothschild*  
Pascua Yaqui Tribe Vice Chair — *Peter Yucupicio*  
Tohono O'odham Nation Chairman — *Ned Norris Jr.*  
Town of Marana Mayor — *Ed Honea*  
Town of Oro Valley Mayor — *Joe Winfield*  
Town of Sahuarita Mayor — *Tom Murphy*

