



SunLine Transit Agency
September 23, 2020
10:20 a.m. – 10:50 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/84387579793>

Meeting ID: 843 8757 9793

Teleconference Dial In
888-475-4499 (Toll Free)
Meeting ID: 843 8757 9793

One tap mobile
+16699009128,,84387579793#

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 September 22, 2020 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. SELECTION OF NEW CHAIR & VICE-CHAIR

APPROVE

4. ROLL CALL

5. PRESENTATIONS

6. FINALIZATION OF AGENDA

7. 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.

8. COMMITTEE MEMBER COMMENTS

RECEIVE COMMENTS

9. REFUELED COMMUNITY ENGAGEMENT PROGRESS REPORT

**INFORMATION
(PAGE 3-29)**

(Staff: Nicholas Robles, Marketing & Events Manager)

10. ADJOURN

SunLine Transit Agency

DATE: September 23, 2020 **INFORMATION**

TO: Strategic Planning & Operational Committee

FROM: Nicholas Robles, Marketing & Events Manager

RE: Refueled Community Engagement Progress Report

Background

Over the last few years, SunLine has been actively looking for ways to meet the emerging mobility needs of riders today. SunLine's Refueled initiative unifies our efforts as we continue Driving the Future of Transit.

Community input and engagement is critical to the success of Refueled and the launch of the new services. The attached document highlights some of the key areas that SunLine is focused on. The progress report shows that the majority of our outreach is in progress with additional details and data scheduled to be presented at the October Board meeting.



SunLine
Ret fueled
DRIVING THE FUTURE OF TRANSIT

COMMUNITY ENGAGEMENT PROGRESS REPORT

September 2020

AGENDA

- Outreach Overview
- Survey
- Street Teams & Mobile Outreach Vehicle
- Partnerships

Outreach Overview

In-Person

Street Team Visits



Mobile Outreach Bus



Public Hearings
(online options as well)

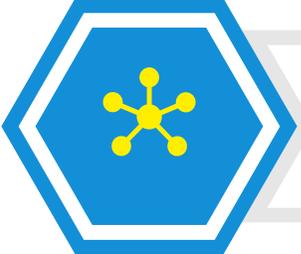


Virtual

Zoom Webinars and
Tele-Town Halls

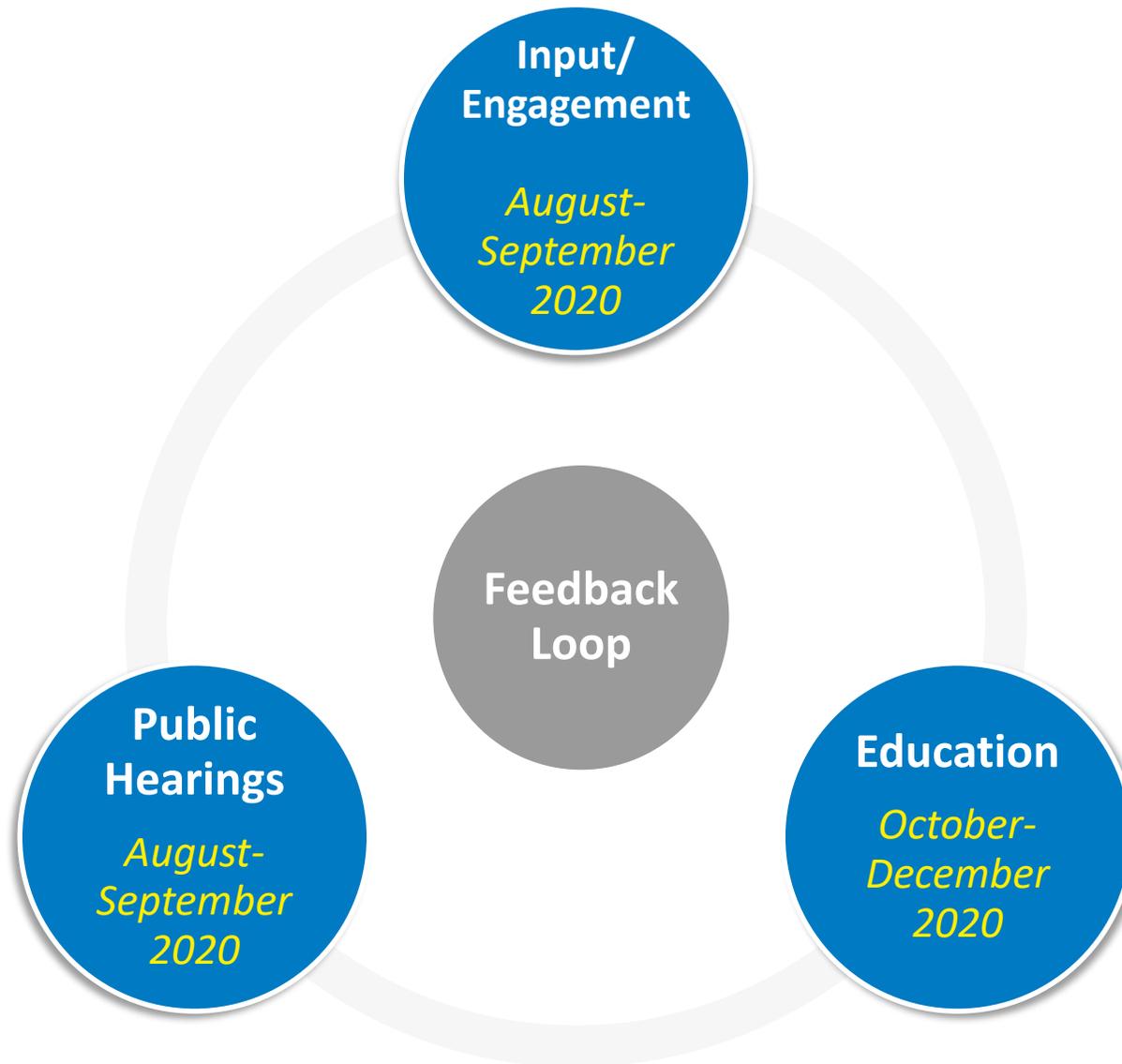


One-on-One
Organization Meetings



Social Media Q&A and
"Live" Events

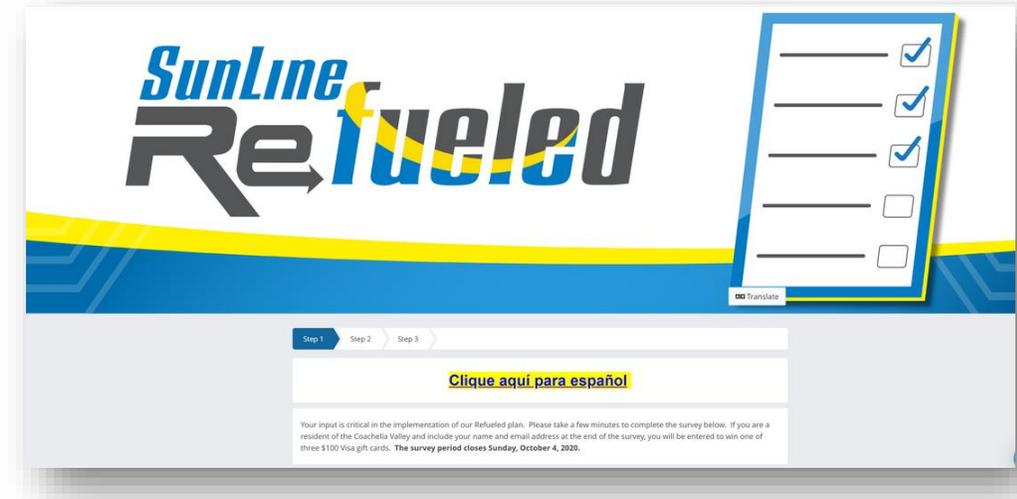




Survey

Survey closes October 4

- Available in English and Spanish
- Feedback will help the recommendations made for implementation
- As of 09/13/20:
 - 240 Participants
 - 1,439 Responses



SunLine Refueled

CONSOLIDATED FIXED ROUTE NETWORK
Less transfers and a more comfortable and leisurely ride

SUNRIDE
Rideshare service scheduled through your Smartphone

10 COMMUTER LINK
Travel between the Coachella Valley and San Bernardino

ROUTE 111X
Stops at five locations in the Highway 111 corridor between Indio and Palm Springs

Public Hearings
August 27th
August 31st
September 1st
September 2nd
September 3rd

Webinars
August 14th
August 18th
August 25th
September 8th
September 11th

Street Team Outreach
Look for us at various bus stops
Monday - Saturday from August - September

Mobile Outreach Bus
Spot our bus at various locations
Monday - Saturday from August - September

Get Involved!
Share your thoughts by taking our survey. Scan the QR Code or text "transit" to 855-925-2801.

SunLineRefueled.org

DRIVING THE FUTURE OF TRANSIT

Onboard Signs

Get Involved!

SunLine Refueled
DRIVING THE FUTURE OF TRANSIT

Share your thoughts by taking our survey. Scan the QR Code or text "transit" to 855-925-2801.

SunLineRefueled.org

DRIVING THE FUTURE OF TRANSIT

iParticipe!

SunLine Refueled
DRIVING THE FUTURE OF TRANSIT

Escanee el código QR para participar en nuestra encuesta o texto "transito" al 855-925-2801.

SunLineRefueled.org

CONDUCIENDO EL FUTURO DE TRANSITO

Survey Cards

SunLine Refueled

Home About The Plan Get Involved

It's time for SunLine's network to be ...

Reinvented ... Reimagined ... REFUELED

Introducing SunLine... Refueled!

Driving the Future of Transit

Explore this website further to learn more about these services as well as how you can provide input and get involved.

Website

Street Teams and Mobile Outreach Vehicle

Street Teams

- Transit Ambassadors located at bus stops
- Interacting with customers and community members Monday-Saturday

959 AUGUST TOTAL INTERACTIONS





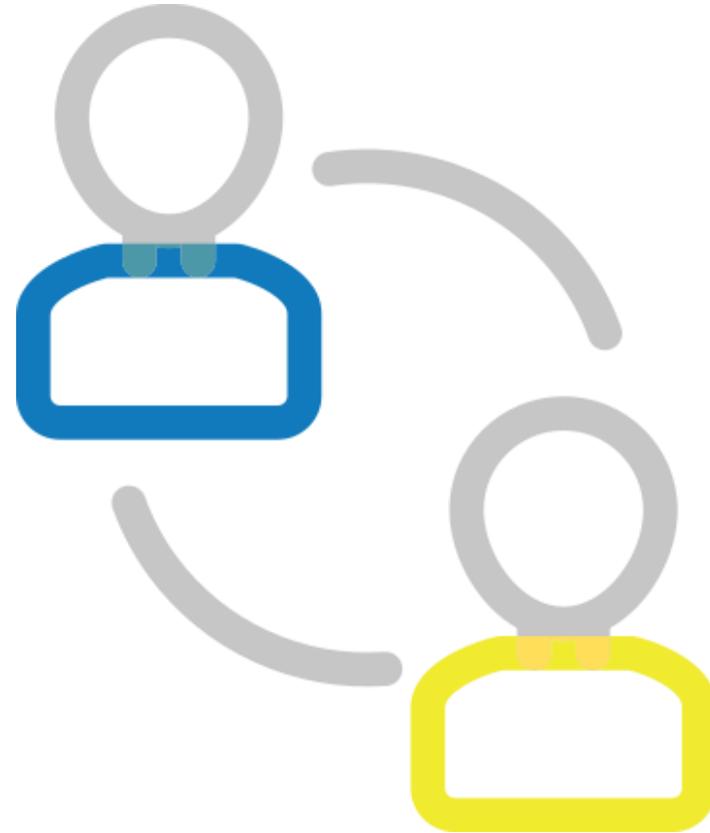
Mobile Outreach Vehicle

- Newly deployed
- Scheduled to go to grocery stores, pharmacies, food distribution sites

Partnerships

Community Organizations

- Zoom meetings to provide an overview
- Strategize together on ways to outreach to those they service
 - Flyer Distribution
 - Group Presentations
 - Locations to bring mobile outreach vehicle





Stay Connected

Visit www.SunLineRefueled.org

Email refueled@sunline.org

Text "transit" to 855-925-2801

Call 855-925-2801, Enter Code 9750



SunLine Refueled
**COMMUNITY
ENGAGEMENT**
PROGRESS REPORT

September 2020



OUTREACH OVERVIEW

As a result of the COVID-19 pandemic and the limitations for public gatherings, SunLine created a two-prong approach for the public outreach strategy to ensure there was diverse participation. From August through the beginning of October, the Agency is hosting both in-person interactive outreach and virtual sessions. A key factor in all of our messaging has been creating all content in English and Spanish.

Our **in-person interactions** were all created with the current conditions and social distancing in mind.:

- **Public Hearings** - Scheduled as a longer amount of time to accommodate smaller groups to listen to a presentation and conduct a gallery walk with the maps. There were virtual hearings hosted as well.
- **Street Team Visits** - 1-3 transit ambassadors are stationed at bus stops throughout the service network Monday-Friday, where riders can ask questions and take the survey via iPad.
- **Mobile Outreach Bus** - 1-2 people at a time can board our interactive mobile outreach bus.

Our **virtual activities** will continue throughout the month of September and early October and include: Zoom webinars, social media events, meetings with local community organizations, and tele-town hall events.

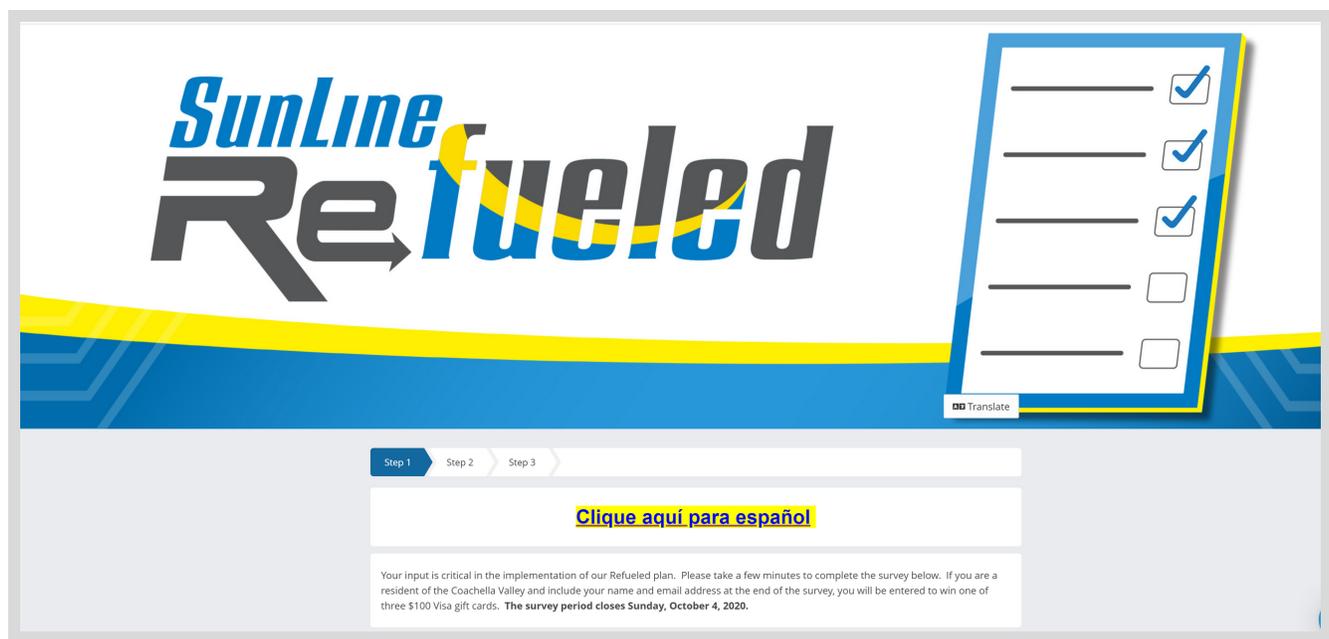


SURVEY

As part of the outreach process, SunLine developed a survey to gain feedback on the different aspects of Refueled. These comments will be used to help determine the implementation plans that will be brought to the Board of Directors for consideration. SunLine is using PublicInput as the platform to run the survey project. This allows for a texting component and segmenting out geographic regions to help with data analysis.

The survey can be accessed on every page of the new Refueled website. Survey cards are distributed to members of the community at all in-person interactions each containing a QR code on one side for the English survey and the Spanish survey on the reverse side.

Coachella Valley residents who include their name and email address at the end of the survey will be entered to win one of three \$100 Visa gift cards. The survey period closes Sunday, October 4, 2020.



As of 09/13/20

240 Participants

22 Completed via Text

1,439 Responses

124 Completed during Street Team

SURVEY QUESTIONS

Q: Do you have a smartphone that you can use to access the internet?

- Yes
- No

Q: How often do you ride SunLine buses?

- Once a month
- 2-3 times a month
- 4-5 times a week
- Daily
- Never

Q: Rank your top priorities for SunLine with 1 being the highest and 5 being the lowest:

- Less transfers
- On-time service reliability
- improved bus stops
- More choices for on-demand transit/rideshare
- Use of zero emission buses
- Contactless payment options
- Faster, more direct bus service
- Enhanced cleanliness on board the bus

Q: Route 111X will offer more rapid service with limited stops along the existing Route 111. When SunLine introduces 111X, how likely will you be to utilize the service to access work, school or leisure activities?

- Very likely
- Likely
- Somewhat likely
- Not likely

Q: How much would you consider spending on a microtransit service like SunRide where you will be picked up at your home and dropped off at a bus stop (and vice versa)? Please indicate a value between \$1 and \$7.

SURVEY QUESTIONS

Q: What does the future of public transportation in your community look like? (examples: more service, enhanced bus stops)

Q: What would encourage you to use public transportation more often?

INTERACTIVE MAP

Q: For routes that you ride, please click on the designated color to provide feedback. You can either click on the route using the interactive map or use the slider located below the map.

Why is this route important to you?

Tell us about your interests by marking all that apply.

- I live near this route
- I work near this route
- I use this route to commute to work and/or school
- I use this route to access services such as healthcare
- I use this route for shopping, dining or entertainment
- I own a business along this route
- I'm interested in transit development

Q: Please provide any additional comments or suggestions related to SunLine's proposed services.

Q: Would you be willing to share some information about yourself so we can ensure we're hearing from a broad set of voices?

What is your age?

What is your race/ethnicity?

What is your home zip code?

***Full survey results will be provided at the October 28, 2020 Board of Directors meeting.**

STREET TEAMS

Street team members are SunLine employees who have gone through our Transit Ambassador Program which trains them on the various parts of our service and helps give them the resources they need to address customer concerns/questions. Monday-Saturday our street teams can be found throughout the Coachella Valley at major time points and transfer locations. They are equipped with an iPad so they can show riders how to access the new website and walk them through the survey.

959 AUGUST TOTAL INTERACTIONS

| | |
|--------------|------------------|
| Week of 8/3 | 120 interactions |
| Week of 8/10 | 206 interactions |
| Week of 8/17 | 273 interactions |
| week of 8/24 | 360 interactions |

SEPTEMBER TOTAL INTERACTIONS (IN PROGRESS)

| | |
|-------------|------------------|
| Week of 9/1 | 102 interactions |
| Week of 9/7 | 207 interactions |



MOBILE OUTREACH VEHICLE

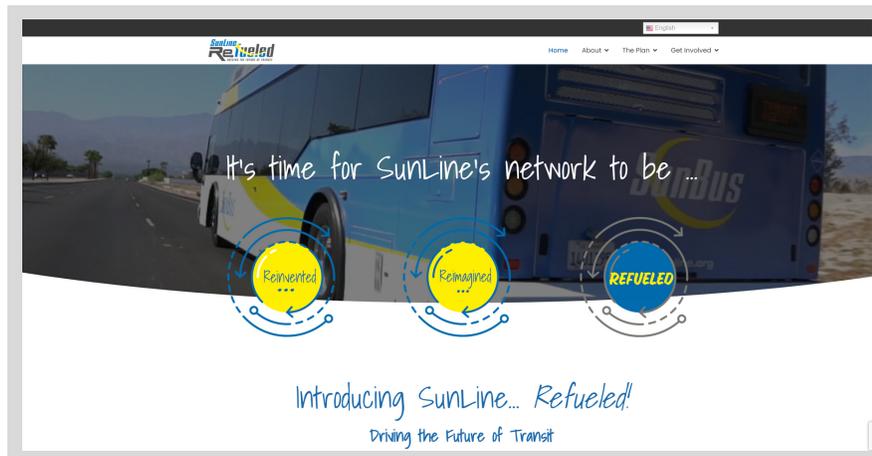
SunLine retrofitted a retired paratransit vehicle to be used as a mobile outreach vehicle dedicated to the Refueled initiative. The vehicle completed its makeover and was deployed on September 9, 2020 for its first outreach. Mobile outreach will occur Monday through Saturday and will travel to pharmacies, grocery stores, food distribution sites, etc. to engage with community members. This will be in addition to the engagement at bus stops.



WEBSITE & PRINT MATERIALS

A website dedicated to the Refueled initiative launched in August, available in both English and Spanish. The website is focused on the four pillars of Refueled and allows community members to explore and provide feedback.

Website Link: www.SunLineRefueled.org



A-frame signs, shelter ads, on-board signs, flyers and survey cards were all designed and began posting/distribution in August.



SOCIAL MEDIA

SunLine has been actively promoting Refueled on all three of our most used social media profiles: Facebook, Instagram and Twitter.

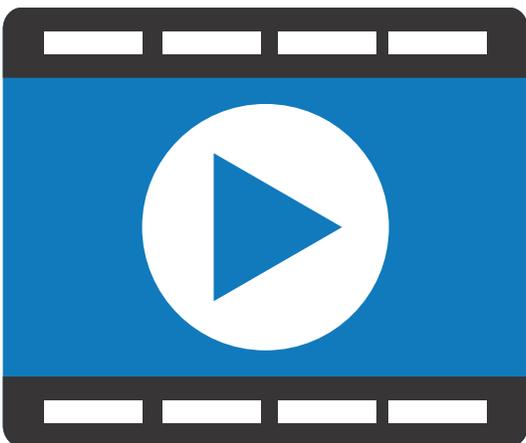
As of 09/13/20

11,083 Impressions

704 Engagements



MEDIA & ADVERTISING



During the month of September, the Agency will be placing targeted ads in local Spanish print publications, airing 30 second radio spots on English and Spanish stations, and convening a virtual media roundtable. Updates on the reach and value of these efforts will be reported on in October.

PARTNERSHIPS

County of Riverside

As part of the County of Riverside's Mask Pledge Campaign, SunLine received 20,000 masks and bundled them into smaller packages that included masks, the pledge card and a Refueled flyer.

The bags were distributed by our street team members to riders throughout the service network.

FIND Food Bank

SunLine Transit Agency continues to volunteer on a weekly basis with FIND Food Bank in their warehouse helping put together 12 lb. bags of dry goods for families. The Agency has so far printed 4,000 flyers that have been included in bags that are taken to distribution sites throughout the Coachella Valley.



State Council on Developmental Disabilities

1,000 flyers were provided to the State Council on Developmental Disabilities to be included in their PPE distribution to local families.

Cities

Information has been shared with city communication staff and many have included it on their website, events calendar or social media.

Colleges

Social media events to connect with students are being developed in coordination with California State University, San Bernardino - Palm Desert Campus and College of the Desert.

1-on-1 Meetings

Outreach is an active project with many meetings scheduled to occur with our community organizations with future opportunities to continue spreading the word.

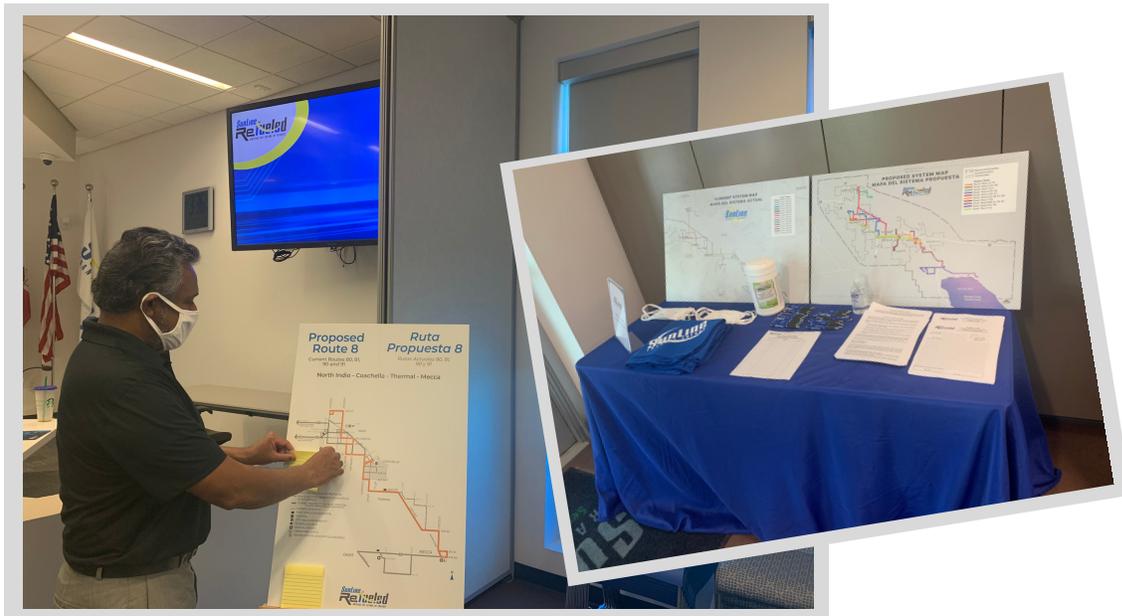
PUBLIC HEARINGS UPDATE

IN-PERSON

-  Thursday, August 27, 2020, from 10:00 AM to 12:00 PM and 2:00 PM to 4:00 PM
 City Council Chamber located at Palm Springs City Hall, 3200 E Tahquitz Canyon Way, Palm Springs, CA 92262
-  Monday, August 31, 2020, from 10:00 AM to 12:00 PM and 2:00 PM to 4:00 PM
 SunLine's Division 2 property located at 83255 CA-111, Indio, CA 92201
-  Thursday, September 3, 2020, from 10:00 AM to 12:00 PM and 5:30 PM to 7:00 PM
 SunLine's Board Room located at 32-505 Harry Oliver Trail, Thousand Palms, CA 92276

ONLINE (VIA ZOOM)

-  Tuesday, September 1, 2020, from 1:00 PM to 2:00 PM
-  Wednesday, September 2, 2020, from 5:30 PM to 6:30 PM



***A summary of findings will be provided at the October 28, 2020 Board of Directors meeting.**



COMMUNITY ENGAGEMENT PROGRESS REPORT

September 2020



32505 Harry Oliver Trail
Thousand Palms, CA 92276