



REFUELED UPDATE  
**STRATEGIC PLANNING &  
OPERATIONAL COMMITTEE MEETING**

# AGENDA

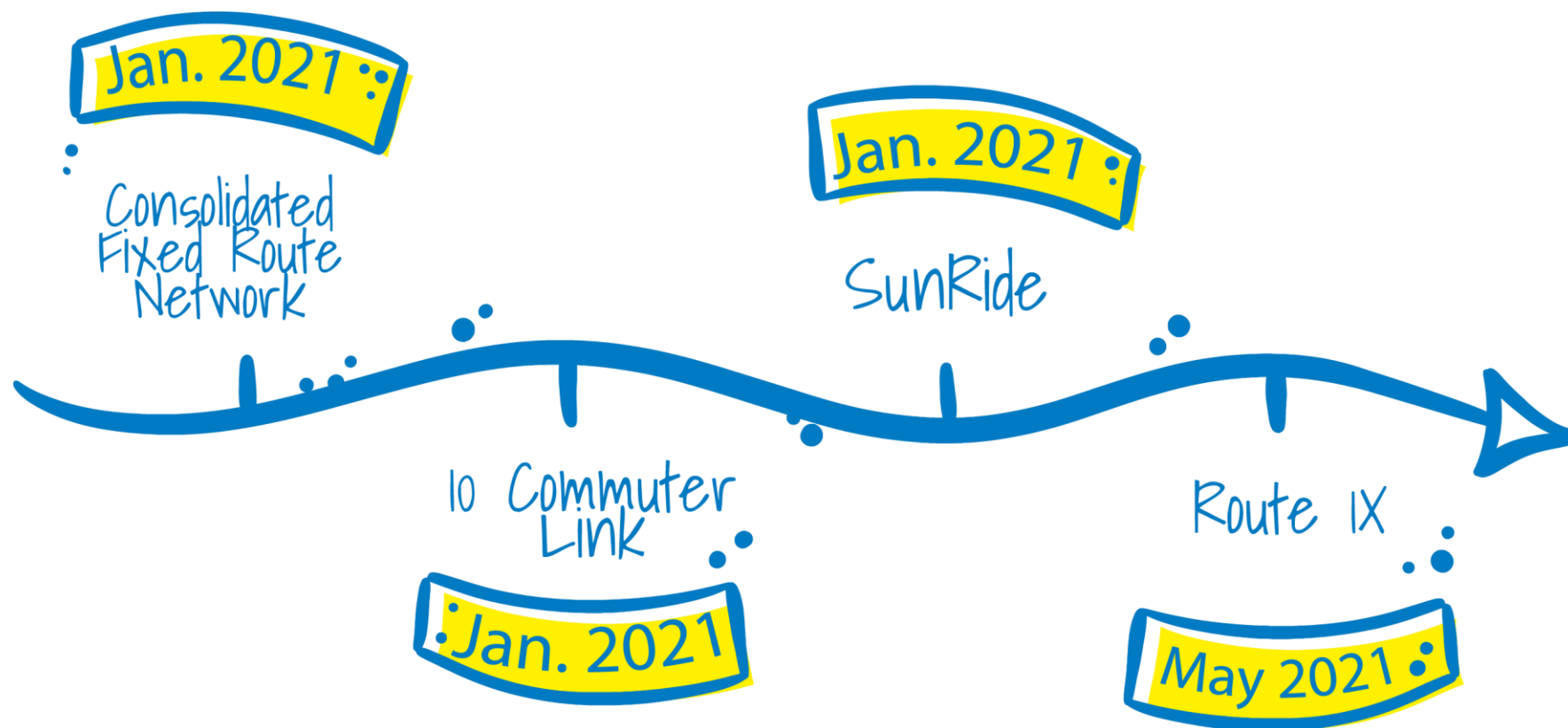
➤ **Implementation Status Report**  
*Planning Department*

➤ **SunRide Update**  
*Michal Brock, Taxi Administrator*

➤ **Community Education Overview**  
*Marketing Department*

# ***Implementation Status Report***

# Original Proposed Timeline

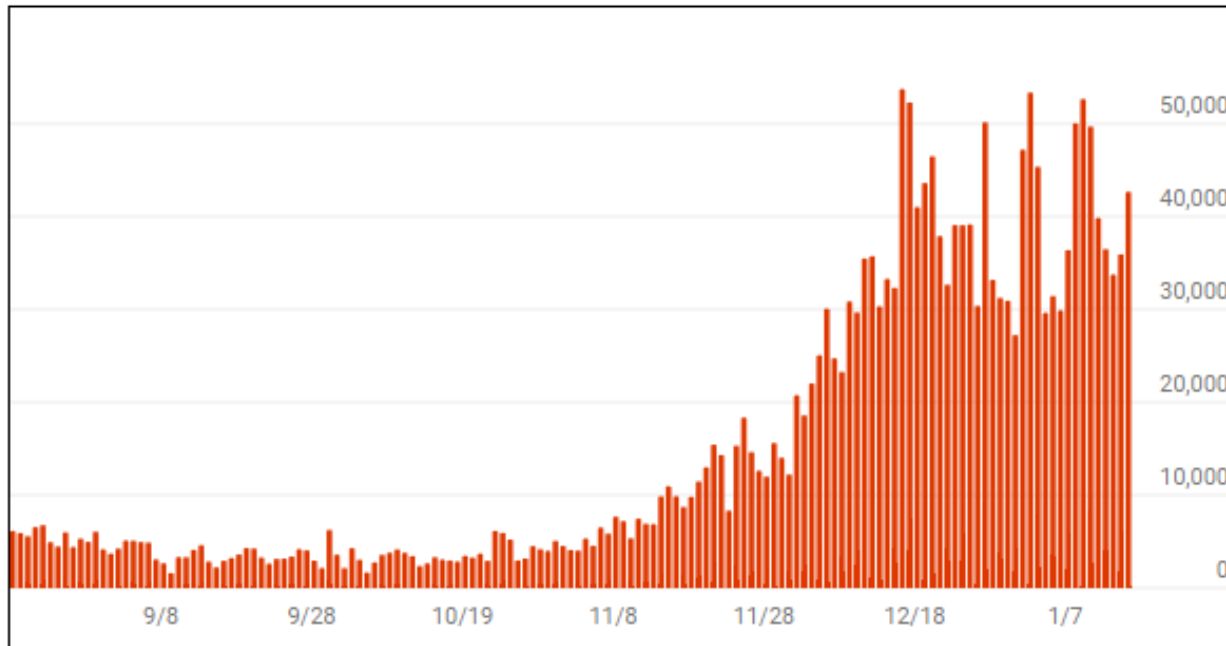


# COVID-19 Trend

(source: CDC data for CA through January 17, 2021)

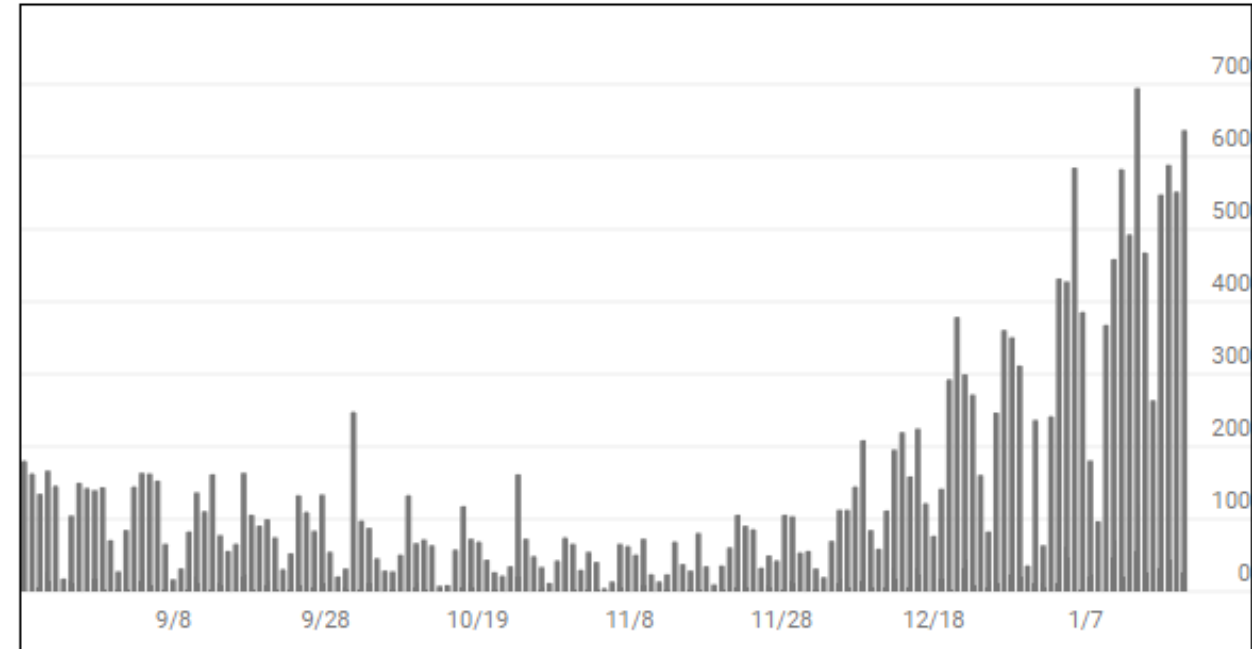
Select to view: ● Confirmed ● Deaths

Daily new cases

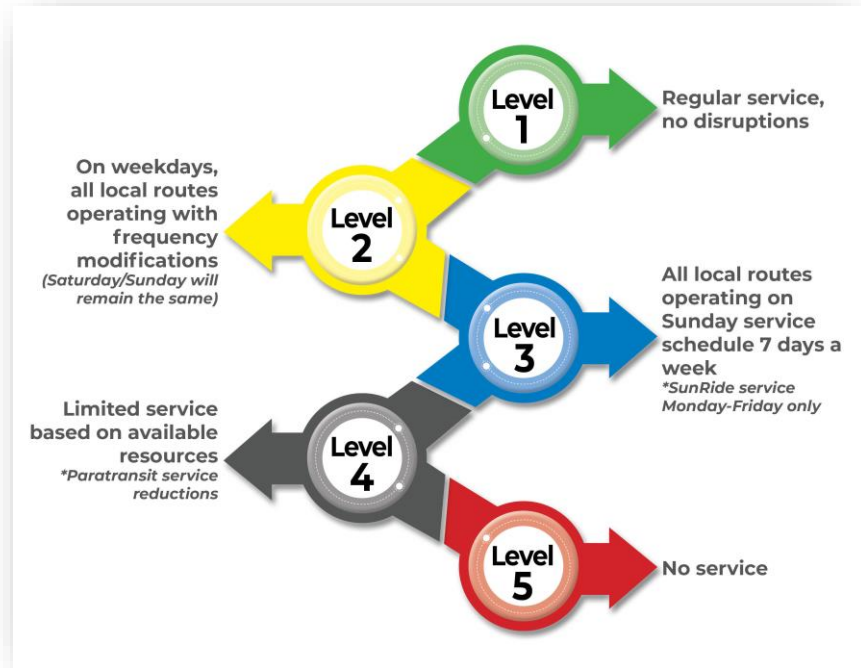


Select to view: ● Confirmed ● Deaths

Daily new death



# 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.

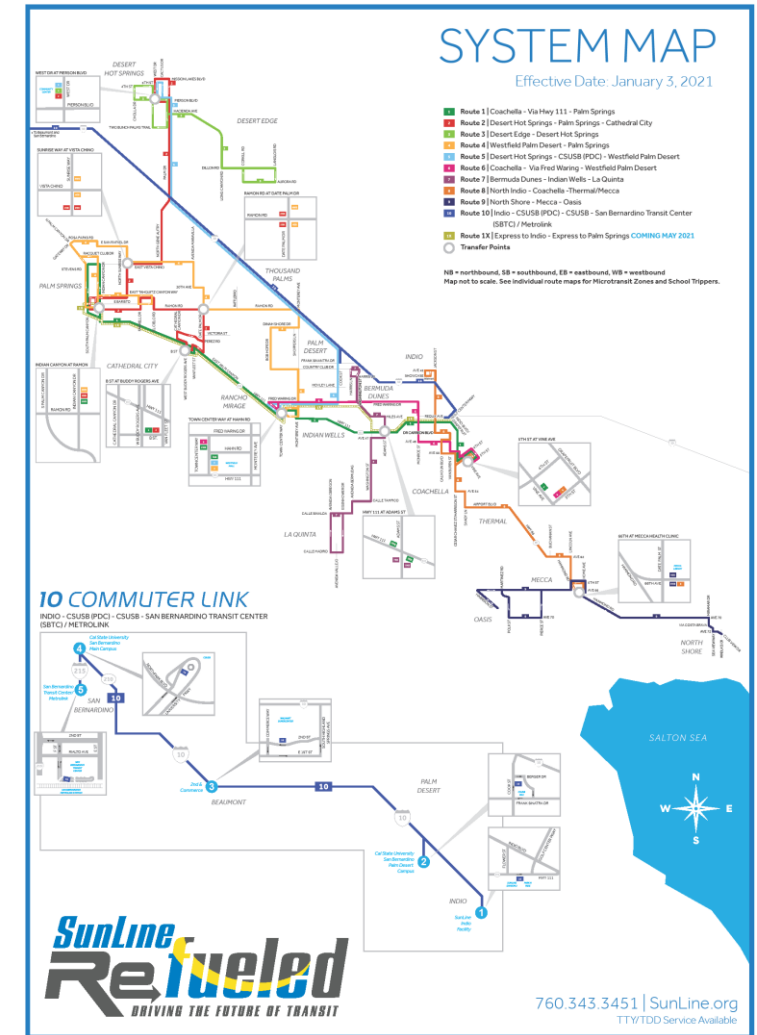
*\*Paratransit service reductions*

## **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

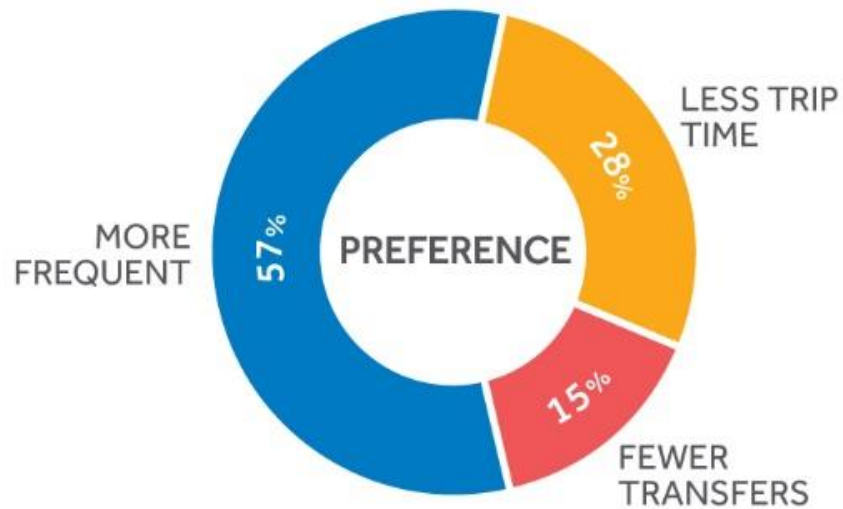
- Capture new riders and expand transit market share
- Support the economy
- Support the implementation of approved frequency improvements in the future
- Support mixed-use neighborhoods, walkable environments, and higher populations of transit-friendly constituencies



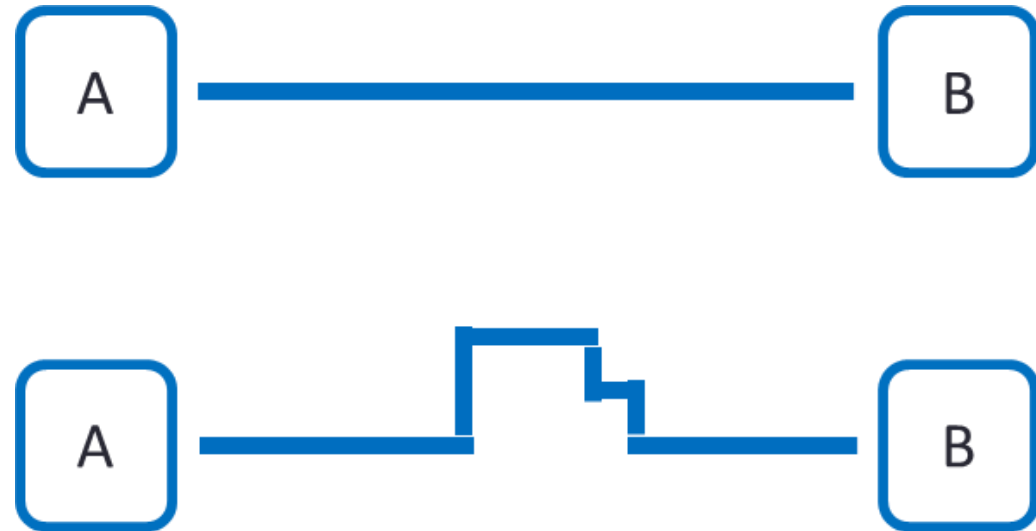
# Shorter More Direct Service

- 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

	Average Ridership		
	Saturday	Sunday	Weekday
Average ridership April 2020	4,146	3,621	4,528
Average ridership January 2021	4,621	4,070	5,093
Change	475	449	565
Percent	 11%	 12%	 12%



# 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
  - Planning and Programming
  - Major capital and operating plans
  - May 2021 Board approval



# *SunRide Update*



# Service Launch

- Launched January 4, 2021
  - Monday-Friday service
  - 5:30 a.m.-6:30 p.m.
  - \$2 per person per ride
- 4 zones – Cook St. Corridor in Palm Desert, Desert Edge, Coachella, and Mecca-North Shore



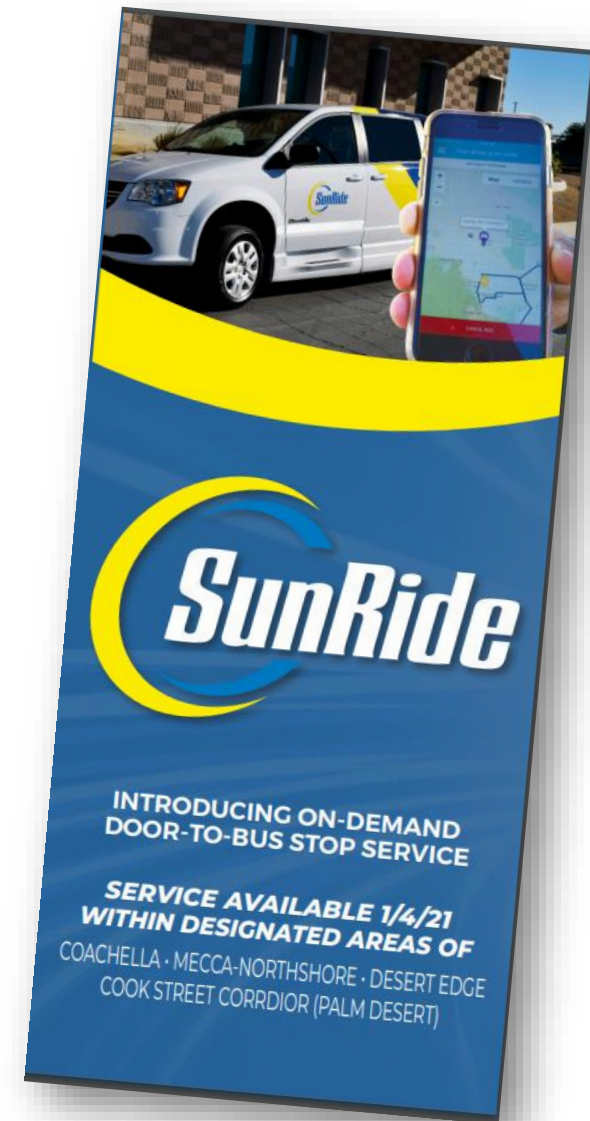
# Service Launch

- 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**



# Social Media

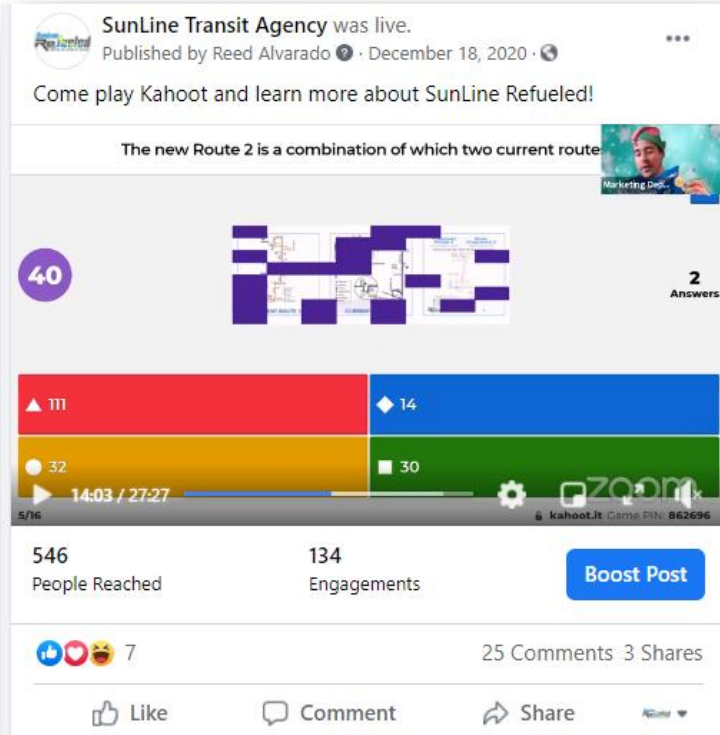


## #TransitTuesday

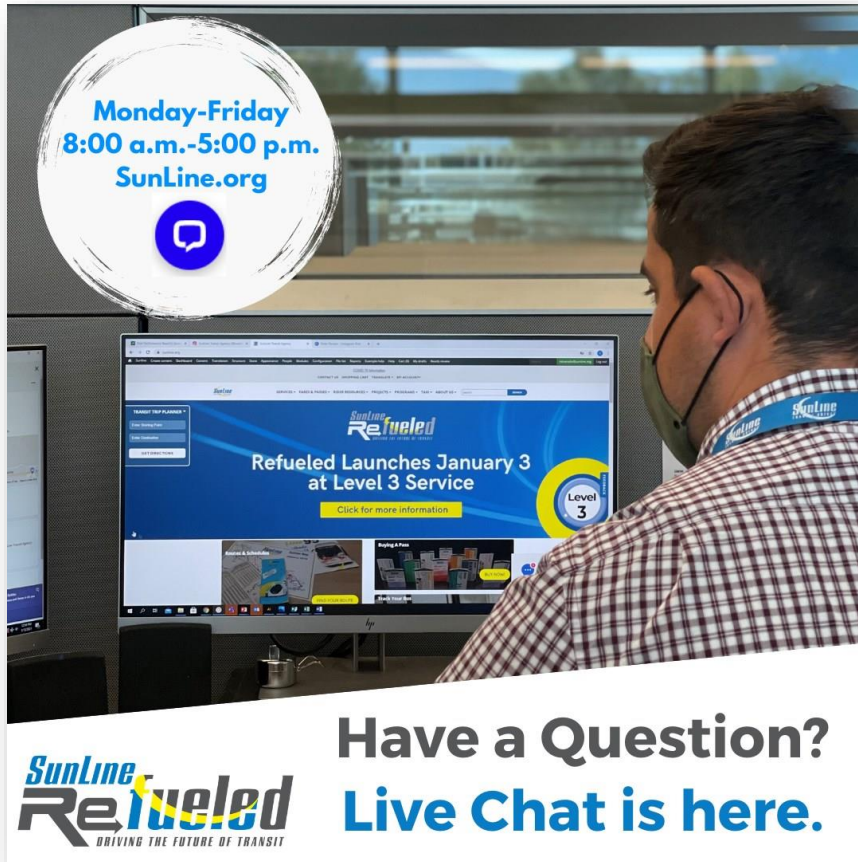
- Each Tuesday at 2 p.m.
- Facebook Page
- English & Spanish



# Social Media



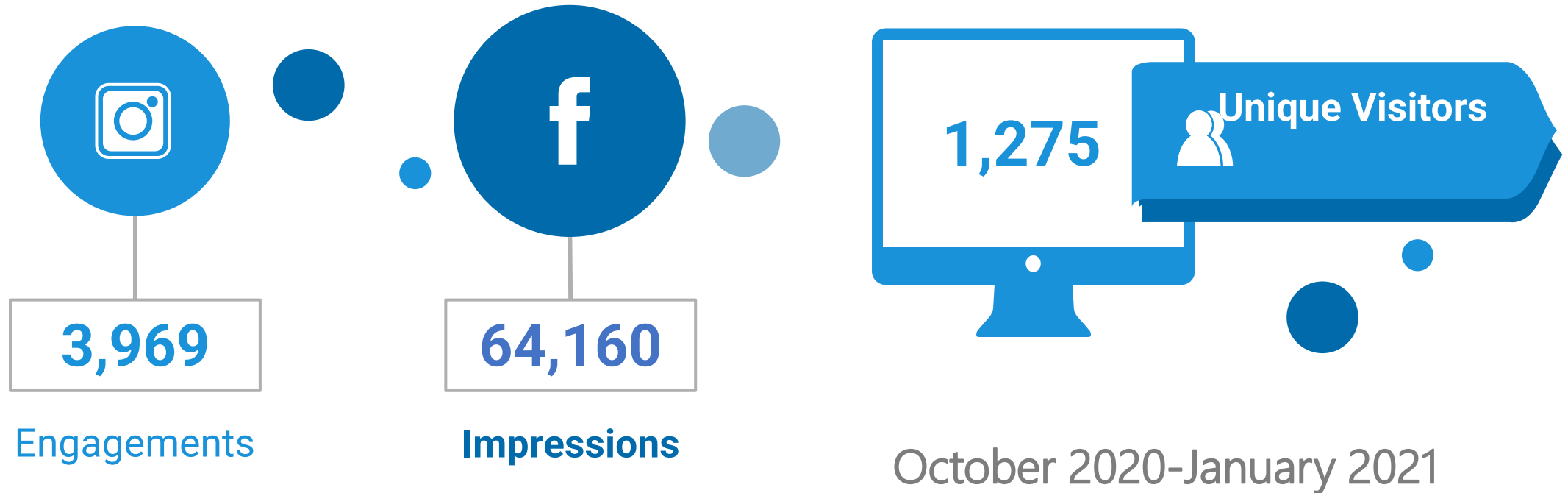
# Website



## SunLine.org/Refueled

- Introduced "LiveChat"
- New Route Information
- Resources

# Social Media & Website Results





# Visual Branding

## Visual Aids

- Posters
- A-Frames
- Bus Shelter Ads
- Rack Cards
- Pamphlets
- Onboard Signs
- Rider's Guide

**SunLine Refueled**

**CONSOLIDATED FIXED ROUTE**

- Improved connections and access
- More one-seat rides meaning fewer transfers
- Increased frequency over time

SunLine is consolidating SunLine's 15 existing local routes into nine routes. This consolidation of the network will look like this:

ROUTE 1	← Formerly Route 111	ROUTE 6	← Formerly Routes 54, 80, 81 & 90
ROUTE 2	← Formerly Routes 14 & 30	ROUTE 7	← Formerly Route 70
ROUTE 3	← Formerly Route 15	ROUTE 8	← Formerly Routes 80, 81, 90 & 91
ROUTE 4	← Formerly Routes 24 & 32	ROUTE 9	← Formerly Routes 90 & 95
ROUTE 5	← Formerly Routes 20 & 21		

COMING JANUARY 3, 2021

**SunLineRefueled.org**  
DRIVING THE FUTURE OF TRANSIT

**RED DE RUTA FIJA CONSOLIDADA**  
COMENZANDO 3 DE ENERO DE 2021

Presentamos una red de ruta fija consolidada con:

- NUEVO SISTEMA DE NUMERACIÓN DE LAS RUTAS**
- MENOS TRANSBORDES**
- CONEXIONES MEJORADAS Y ACCESO**

Para más información sobre los cambios visite:  
[SunLine.org/Refueled](http://SunLine.org/Refueled) o 760-343-3456

**SunLine Refueled**  
COMENZANDO EL FUTURO DE TRANSITO

32505 Harry Oliver Trail | Thousand Palms, CA 92276

# Visual Branding

**RIDER ALERT**  
**ALERTA PARA PASAJEROS**

  
DRIVING THE FUTURE OF TRANSIT

SunLine Transit Agency introduces a redesigned fixed route network, featuring a new route numbering system.  
*SunLine Transit Agency presenta una red de rutas fijas rediseñada, con un nuevo sistema de numeración de rutas.*

**Effective: January 3, 2021**  
**En Efecto: 3 de enero de 2021**

Find out more about changes to expect to your commute at [SunLine.org](http://SunLine.org)  
*Obtenga más información sobre los cambios que puede esperar su viaje diario en [SunLine.org](http://SunLine.org)*



[SunLine.org](http://SunLine.org) 760.343.3451

**YOUR ROUTES HAVE CHANGED** **TUS RUTAS HAN CAMBIADO**

**CURRENT LEVEL** **NIVEL ACTUAL**

All local routes operating on Sunday service schedule 7 days a week  
\*SunRide service Monday-Friday only  
10 Commuter Link not in service



Todas las rutas locales operan el servicio de domingo los 7 días de la semana  
\*Servicio de SunRide solo de lunes a viernes  
El 10 Enlace de Cercanías aún no está en servicio

STARTING JANUARY 3, 2021 COMENZANDO EL 3 DE ENERO DEL 2021

 **760-343-3451**  
 **@SunLineTransit**  
 **Refueled@SunLine.org**  
 **SunLine.org**

  
DRIVING THE FUTURE OF TRANSIT



**NEW BUS STOP**  
**NUEVA PARADA DE AUTOBÚS**

  
DRIVING THE FUTURE OF TRANSIT

**Effective: January 3, 2021**  
**Efectivo: 3 de enero de 2021**

ROUTE RUTA	BUS STOP PARADA DE AUTOBÚS

[SunLine.org/Refueled](http://SunLine.org/Refueled)  
760-343-3451





# Visual Branding

### EASTBOUND | HACIA EL ESTE

ETAPA	ETAPA	ETAPA	ETAPA	ETAPA	ETAPA
ETAPA	ETAPA	ETAPA	ETAPA	ETAPA	ETAPA
5:00a	5:50a	6:50a	7:00a	8:00a	8:30a
5:40a	6:30a	7:30a	7:40a	8:40a	9:10a
6:20a	7:10a	8:10a	8:20a	9:20a	9:50a
7:00a	7:50a	8:50a	9:00a	10:00a	10:30a
7:40a	8:30a	9:30a	9:40a	10:40a	11:10a
8:20a	9:10a	10:10a	10:20a	11:20a	11:50a
9:00a	9:50a	10:50a	11:00a	12:00a	12:30a
9:40a	10:30a	11:30a	11:40a	12:40a	13:10a
10:20a	11:10a	12:10a	12:20a	13:20a	13:50a
11:00a	11:50a	12:50a	13:00a	14:00a	14:30a
11:40a	12:30a	13:30a	13:40a	14:40a	15:10a
12:20a	13:10a	14:10a	14:20a	15:20a	15:50a
13:00a	13:50a	14:50a	15:00a	16:00a	16:30a
13:40a	14:30a	15:30a	15:40a	16:40a	17:10a
14:20a	15:10a	16:10a	16:20a	17:20a	17:50a
15:00a	15:50a	16:50a	17:00a	18:00a	18:30a
15:40a	16:30a	17:30a	17:40a	18:40a	19:10a
16:20a	17:10a	18:10a	18:20a	19:20a	19:50a
17:00a	17:50a	18:50a	19:00a	20:00a	20:30a
17:40a	18:30a	19:30a	19:40a	20:40a	21:10a
18:20a	19:10a	20:10a	20:20a	21:20a	21:50a
19:00a	19:50a	20:50a	21:00a	22:00a	22:30a
19:40a	20:30a	21:30a	21:40a	22:40a	23:10a

### WESTBOUND | HACIA EL OESTE

ETAPA	ETAPA	ETAPA	ETAPA	ETAPA	ETAPA
ETAPA	ETAPA	ETAPA	ETAPA	ETAPA	ETAPA
5:00a	5:50a	6:50a	7:00a	8:00a	8:30a
5:40a	6:30a	7:30a	7:40a	8:40a	9:10a
6:20a	7:10a	8:10a	8:20a	9:20a	9:50a
7:00a	7:50a	8:50a	9:00a	10:00a	10:30a
7:40a	8:30a	9:30a	9:40a	10:40a	11:10a
8:20a	9:10a	10:10a	10:20a	11:20a	11:50a
9:00a	9:50a	10:50a	11:00a	12:00a	12:30a
9:40a	10:30a	11:30a	11:40a	12:40a	13:10a
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18:20a	19:10a	20:10a	20:20a	21:20a	21:50a
19:00a	19:50a	20:50a	21:00a	22:00a	22:30a
19:40a	20:30a	21:30a	21:40a	22:40a	23:10a

**LEGENDA:**

- ROUTE / RUTA
- POST OFFICE / OFICINA POSTAL
- SCHOOL / ESCUELA
- MALL / CENTRO COMERCIAL
- SENIOR CENTER / CENTRO PARA ADULTOS MAYORES
- AIRPORT / AEROPUERTO
- CITY HALL / AYUNTAMIENTO
- LIBRARY / BIBLIOTECA
- SUNLINE TRANSIT AGENCY
- TRANSFER POINT / PUNTO DE TRANSFERENCIA

*DRIVING THE FUTURE OF TRANSIT*

**SunLine**  
**Re fueled**

**RIDER'S GUIDE**

**ALL  
NEW  
ROUTES**

ISSUED JANUARY 3, 2021  
VOLUME 11 | ISSUE 1

**SunLine**  
**Re fueled**

CONDUCIENDO EL FUTURO DE TRANSITO

NUEVAS RUTAS

GUÍA DEL PASAJERO

EXPEDIDO EL 3 DE ENERO DEL 2021  
VOLUMEN 11 | EDICIÓN 1

<div> <div>ROUTE RUTA 1</div> <div>COACHELLA VIA HWY 77 PALM SPRINGS</div> <div>WEEKEND/HOLIDAY / FIN DE SEMANA / DIA</div> </div>	EASTBOUND / HACIA EL ESTE										WESTBOUND / HACIA EL OESTE									
	Palm Springs		B. G.		Coachella Valley		Palm Springs		Hwy 77 to Coachella Valley		B. G.		Coachella Valley		Palm Springs		Hwy 77 to Coachella Valley		B. G.	
	Palm Springs		B. G.		Coachella Valley		Palm Springs		Hwy 77 to Coachella Valley		B. G.		Coachella Valley		Palm Springs		Hwy 77 to Coachella Valley		B. G.	
	Palm Springs		B. G.		Coachella Valley		Palm Springs		Hwy 77 to Coachella Valley		B. G.		Coachella Valley		Palm Springs		Hwy 77 to Coachella Valley		B. G.	
5:00	5:20	5:40	6:10	6:20	6:40	6:50	7:10	7:20	7:40	7:50	8:10	8:20	8:40	8:50	9:10	9:20	9:40	9:50	10:10	10:20
5:20	5:40	5:50	6:20	6:30	6:50	7:00	7:20	7:30	7:50	8:00	8:20	8:30	8:50	9:00	9:20	9:30	9:50	10:00	10:20	10:30
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6:20	6:40	6:50	7:10	7:20	7:40	7:50	8:10	8:20	8:40	8:50	9:10	9:20	9:40	9:50	10:10	10:20	10:40	10:50	11:10	11:30
6:40	7:00	7:10	7:30	7:40	7:50	8:10	8:20	8:40	8:50	9:10	9:20	9:40	9:50	10:10	10:20	10:40	10:50	11:10	11:30	11:50
7:00	7:20	7:30	7:40	7:50	8:10	8:20	8:40	8:50	9:10	9:20	9:40	9:50	10:10	10:20	10:40	10:50	11:10	11:30	11:50	12:10
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7:40	8:00	8:10	8:30	8:40	8:50	9:10	9:20	9:40	9:50	10:10	10:20	10:40	10:50	11:10	11:30	11:50	12:10	12:30	12:50	13:10
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9:20	9:40	9:50	10:10	10:20	10:30	10:40	10:50	11:10	11:30	11:50	12:10	12:30	12:50	13:10	13:30	13:50	14:10	14:30	14:50	15:10
9:40	10:00	10:10	10:30	10:40	10:50	11:10														



# Advertising

Newspaper



**170,500**

impressions

Radio



**1,137,100**

gross impressions

TV News Hits



**163,133**

households

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](http://www.SunLine.org/Refueled)