



SunLine Transit Agency
July 22, 2020
10:15 a.m. – 10:40 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 Strategic Planning & Operational 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/87588422921>

Meeting ID: 875 8842 2921

Teleconference Dial In
888-475-4499 (Toll Free)
Meeting ID: 875 8842 2921

One tap mobile
+16699009128,,87588422921#

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 July 21, 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. ROLL CALL**
- 4. PRESENTATIONS**

- a) [Microtransit Pilot Program – Phase II Implementation Plan Overview](#)**
(Staff: Michal Brock, Taxi Administrator)

(PAGE 3-15)

- 5. FINALIZATION OF AGENDA**

- 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**



Microtransit Pilot Program - Phase II Implementation Plan Overview

July 22, 2020

SunRide

Microtransit Pilot Program

Pilot Program Introduction

- Three (3) year pilot program
- Grant Funded
 - Congestion Mitigation and Air Quality Improvement (CMAQ)
- Part of Refueled
 - Low transit demand areas
 - Bridge gap between first mile/last mile challenges
 - Connect riders to SunLine's fixed-route

SunRide Microtransit Pilot Program

What is Microtransit?

- Demand Responsive Transit (DRT)
- Multi-passenger
- Mobile app platform
- Smaller vehicles
- Short trip distances

SunRide Microtransit Pilot Program

Phase I - College of the Desert (COD)

- January – May 2020
 - Terminated after seven (7) weeks due to campus closures in response to COVID-19
- 98 Eligible Students
- Service: M-Th, 7 a.m. – 10 p.m.
- Planned to expand student eligibility and operation hours

SunRide

Microtransit Pilot Program

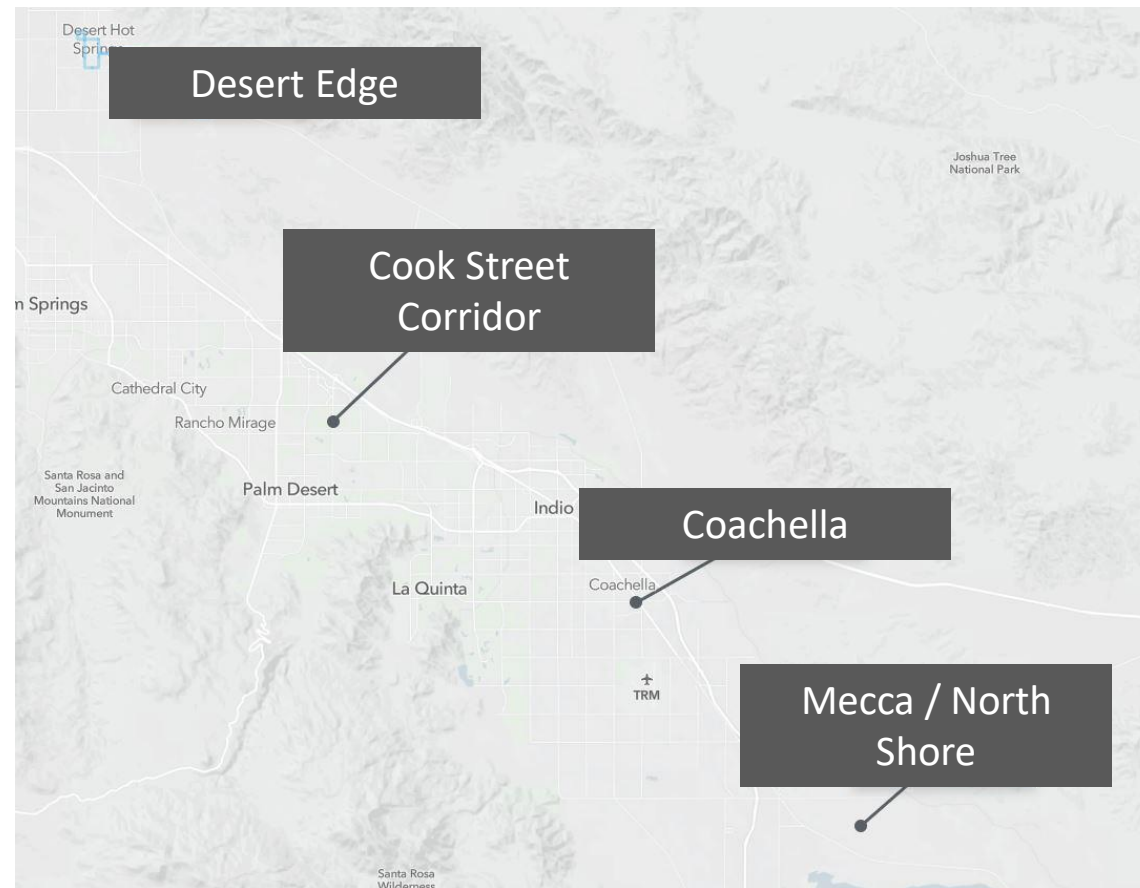
Phase II - Pilot Program Goals

- Introduce microtransit concept to the public
- Test microtransit concepts in the public setting
- Attract new riders
- Increase ridership on fixed route system
- Support local taxi industry
- Determine program viability

SunRide Microtransit Pilot Program

Phase II Implementation Plan Overview

- January 2021
- Development of four (4) geofence zones
- Connect riders to existing bus stops
- Service: M-F, 5:30 a.m. – 6:30 p.m.
- Premium Fare
- Four (4) wheelchair-accessible vehicles leased to taxi provider(s)



SunRide

Microtransit Pilot Program

COVID-19 Response Plan

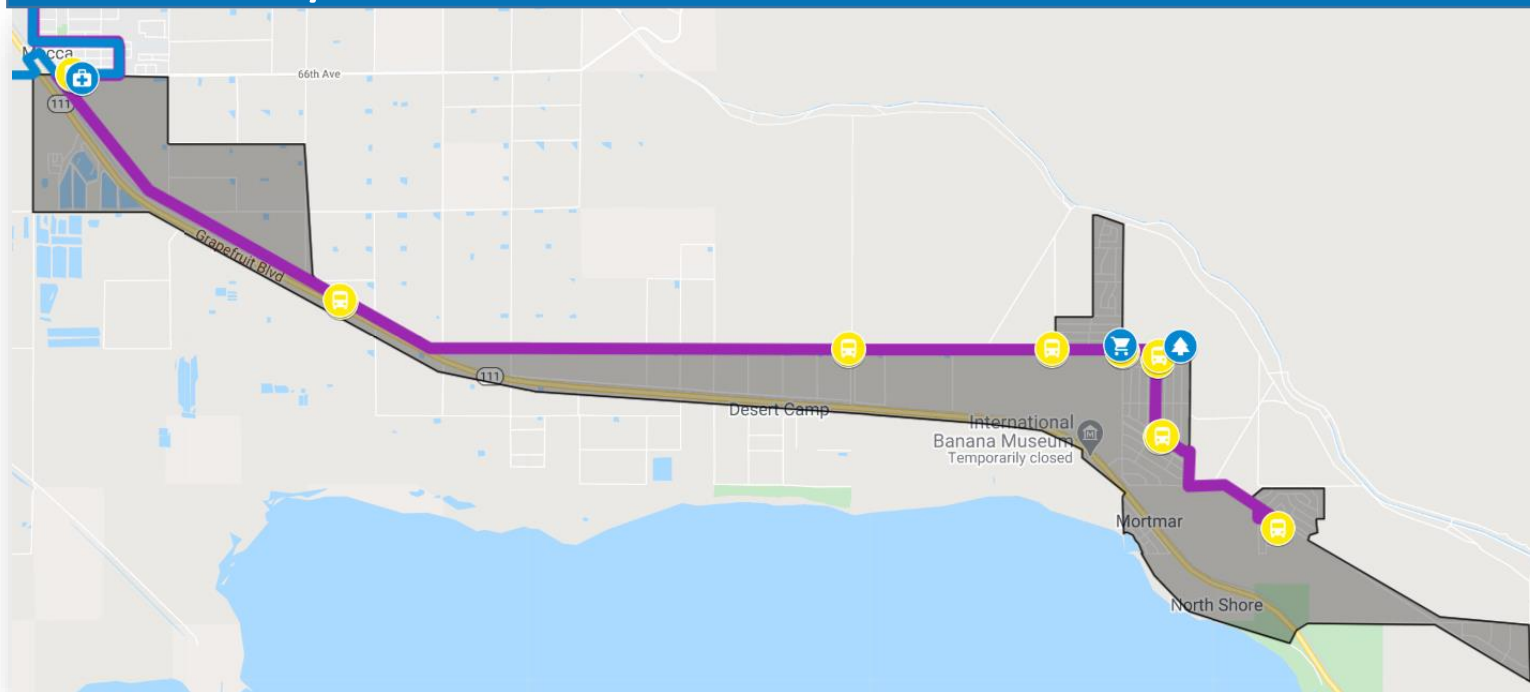
- Social distancing
 - Shared ride service limited to a group that books a ride together
- Provide protective barriers in vehicles
- Require vehicles to be fogged and disinfected at the end of each service day







SunRide Microtransit Pilot Program

Geofence Zones Under Development

Mecca / North Shore

First Mile/Last Mile Feeder Service



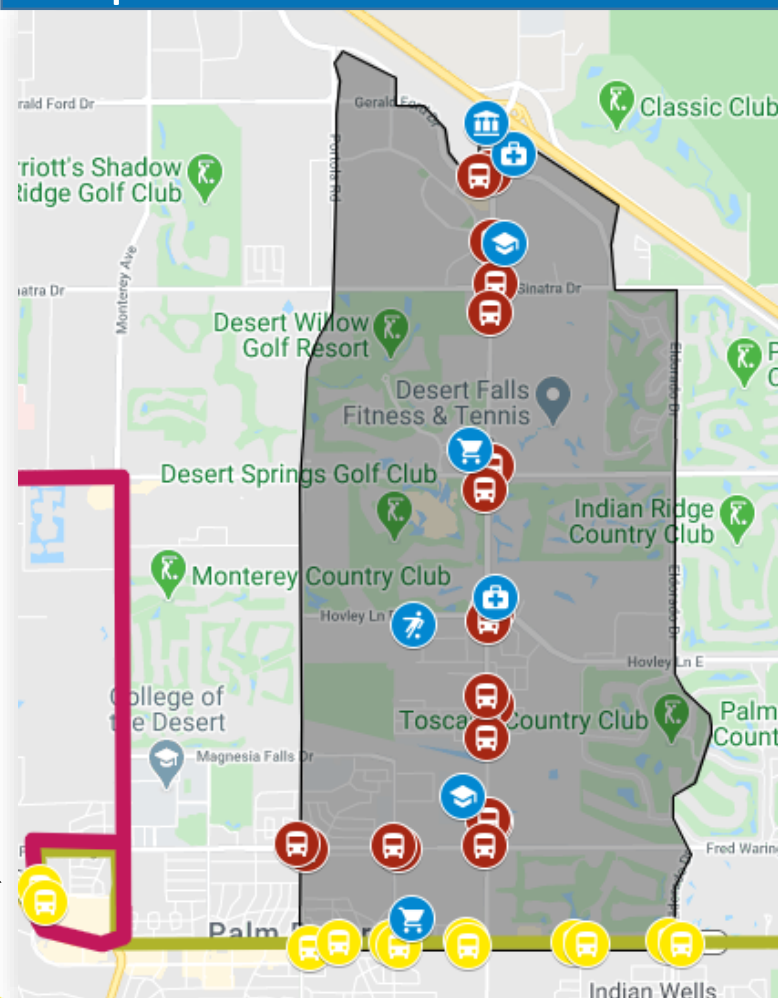
-  Connecting Bus Stop
-  Grocery
-  Medical Services
-  Park
-  Route 91
-  Route 95

Connect to:

- Route 91 at Mecca Library
- Route 95 from Club View Dr. & Windlass Dr. to Mecca Library

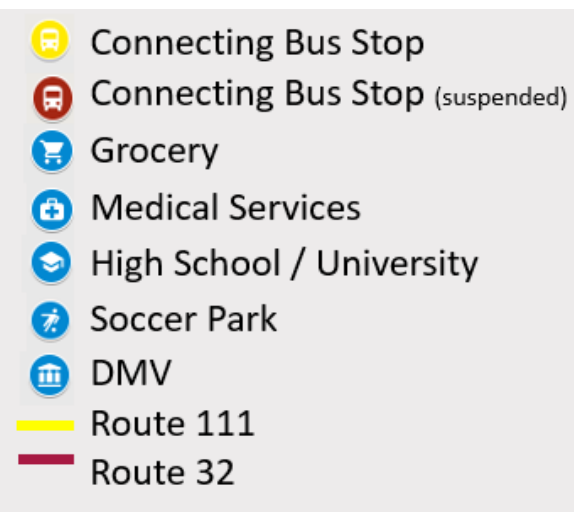
Cook Street Corridor

Suspended Route 20 Service



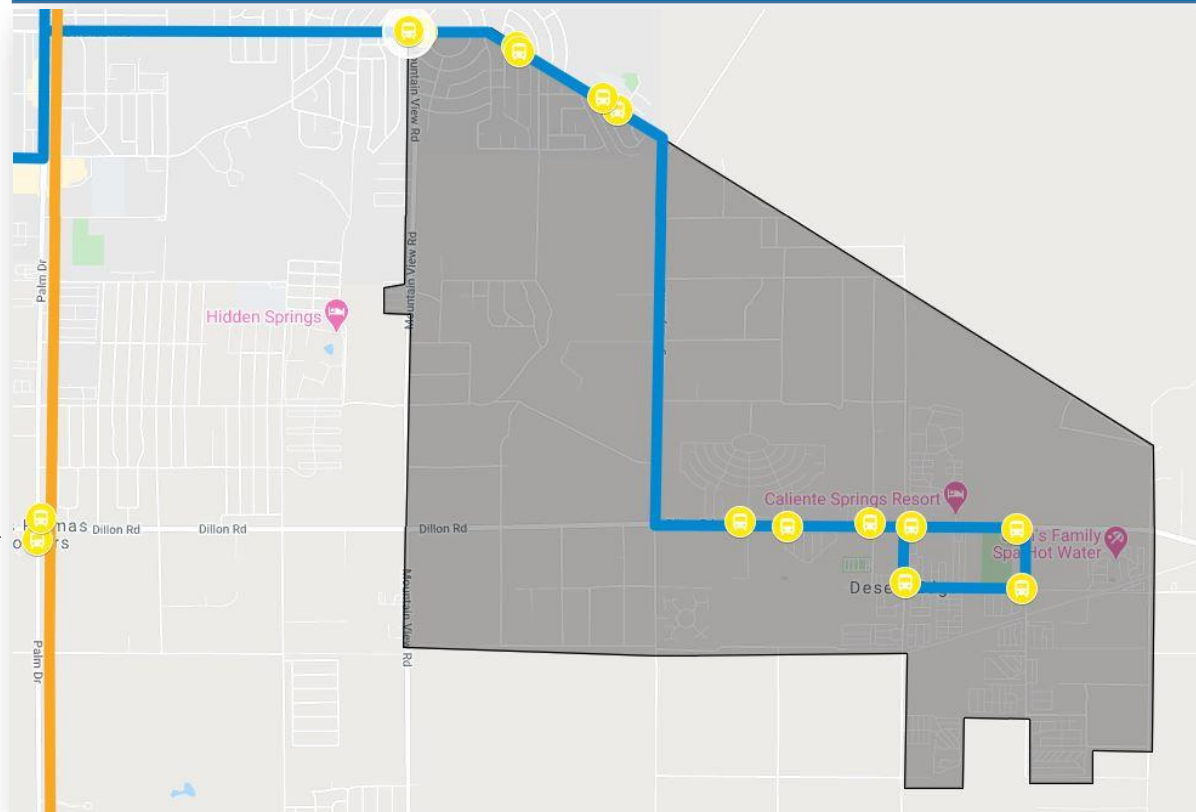
Connect to:

- Route 20 & 21 stops within geofence not currently serviced
- Rout 111 from Portola to Eldorado
- Route 32 & 111 at Town Center and Hahn






Desert Edge

First Mile/Last Mile Feeder Service



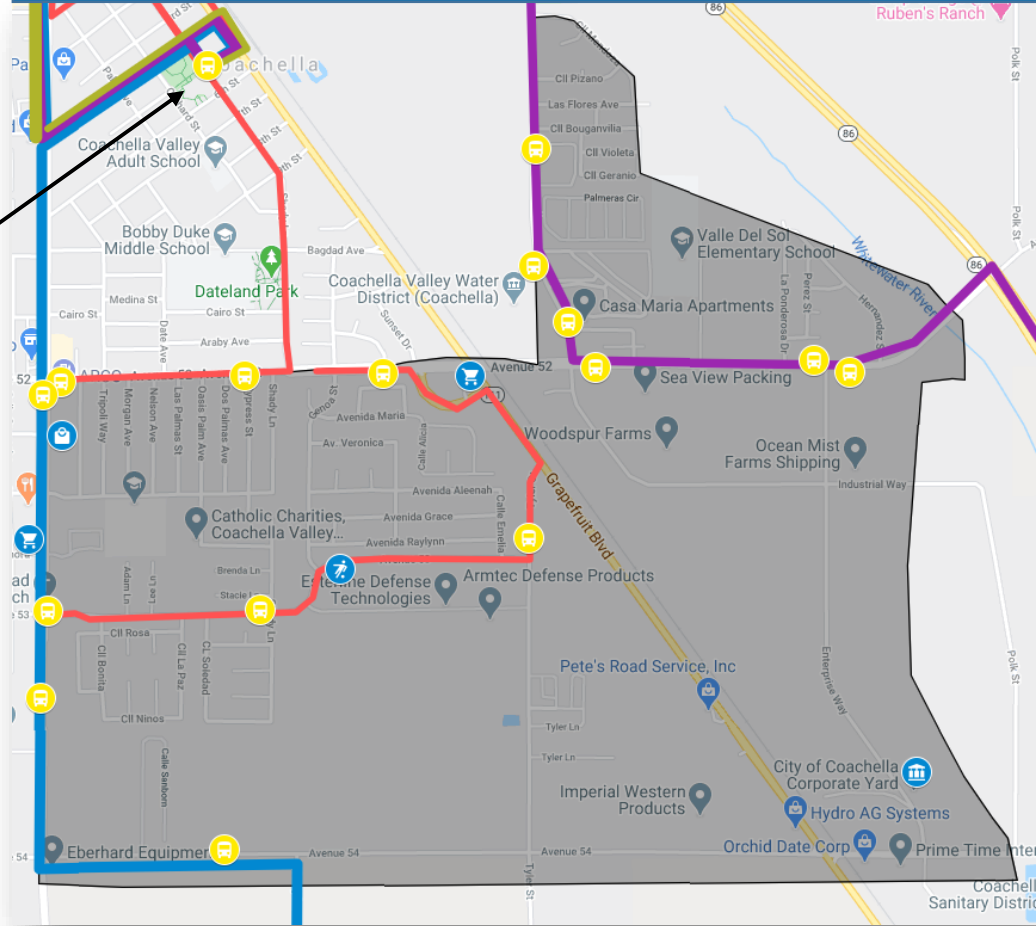
Connect to:

- Route 15 at Dillon loop to Hacienda and Mtn. View
- Route 14 at Palm & Dillon

-  Connecting Bus Stop
-  Route 14
-  Route 15

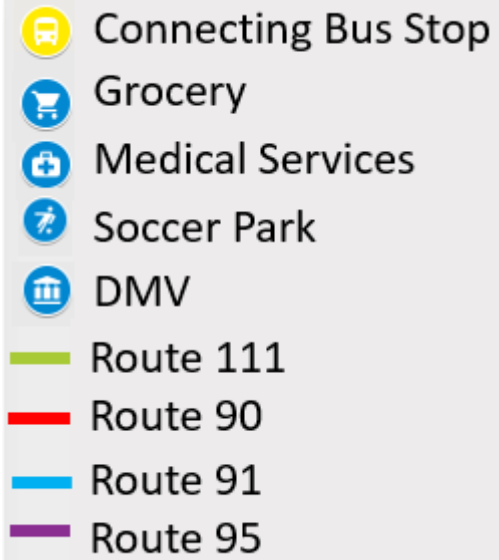
Coachella

First Mile/Last Mile Feeder Service



Connect to:

- Route 111, Route 90, Route 91, Route 95 at 5th & Vine
- Route 90, Route 91, Route 95 within geofence





Discussion