



SunLine Transit Agency
May 26, 2021
10:40 a.m. – 11:10 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.

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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 May 25, 2021 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

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. REVIEW AND DISCUSSION OF THE DRAFT FY22-24
SHORT RANGE TRANSIT PLAN (S RTP)**
(Staff: Rohan Kuruppu, Chief Planning Consultant)

DISCUSSION
(PAGE 3-141)

9. ADJOURN

SunLine Transit Agency

DATE: May 26, 2021 **DISCUSSION**

TO: Strategic Planning & Operational Committee
Board of Directors

FROM: Rohan Kuruppu, Chief Planning Consultant

RE: Review and Discussion of the Draft FY22-24 Short
Range Transit Plan (SRTP)

Background

The focus of the FY22-24 Short Range Transit Plan (SRTP) is to fully implement approved service improvements that were delayed due to the COVID-19 pandemic. The SRTP also highlights long-term initiatives for SunLine Transit Agency that are designed to support the local economy, meet the mobility needs of the Coachella Valley, attract choice riders, recover from the impacts of the pandemic and ultimately develop new funding sources to implement them. The SRTP, which is updated annually, covers fiscal years 2022 to 2024 and describes SunLine's short-term operating and capital plans, as well as Coachella Valley's long-term transit needs, and the planning and funding sources needed to put those needs in motion.

The SRTP also lists projects eligible for Transportation Uniform Mitigation Fee (TUMF) funds administered by the Coachella Valley Association of Governments (CVAG). TUMF funds collaborative planning efforts with CVAG. These efforts are essential to deliver regionally significant transit services and transit-supportive infrastructure projects such as transit signal priority, key linkages to CVLink multimodal corridor, super stop mobility hubs, high quality transit corridors, hydrogen fueling infrastructure, acquisition of buses, improved accessibility to transit, and first-mile/last-mile solutions. As a local funding source, TUMF funds are essential to leveraging federal and other discretionary grants.

A closer look at the plan reveals financially feasible improvements that can provide faster, more efficient and more convenient service to help attract choice riders. Implementation of these recommendations is contingent on funding, demand and recovery from the pandemic.

The recommendations of the SRTP should be modeled and analyzed as a key mobility component of the Nexus Impact Fee Study that supports overall mobility, funding and project delivery strategies for the Coachella Valley.

The SRTP ultimately requires approval of Riverside County Transportation Commission (RCTC) and Southern California Association of Governments, which are the regional

planning agencies for the Coachella Valley. The SRTP is prepared in accordance with the requirements and guidelines of RCTC, as well as the California Public Utilities Code and California Transportation Development Act.

During the April 22, 2021 Strategic Planning & Operational Committee meeting, staff received the following comments:

- Concern that there is not enough western Coachella Valley connectivity to 10 Commuter Link. A lack of convenient and free of park-and-ride facilities at CSUSB – Palm Desert and the importance of connecting western/central Coachella Valley to San Bernardino Metrolink Station.
- Request to contact the cities/county with updated SRTP information.
- Request to track Route 1X performance and travel time.

Staff will present the initial findings and responses to these comments and questions during the presentation.

The next steps include:

- RCTC to review the plan and approve funding allocations for Riverside County's transit operators on June 9.
- SunLine staff to present the final draft of the SRTP and budget to the full Board of Directors for its consideration on June 23.
- Final Board-approved SRTP is due to RCTC before July 5.

Attached is a copy of the draft SRTP with an Executive Summary. The service improvements recommended for implementation are within the confines of the FY22 budget that is being simultaneously reviewed by the Finance/Audit Committee.

Attachment:

- [Item 8a](#) – SRTP Highlights Presentation
- [Item 8b](#) – SRTP Draft



STRATEGIC PLANNING & OPERATIONS COMMITTEE MEETING

MAY 26, 2021

SRTP HIGHLIGHTS

1. March 29, school trips launched
2. May 2, Fare collection and front-door boarding
3. July 12, launch 10 Commuter Link service
4. September 7, launch Route 1X service
5. Update all bus stop signs
6. Collaborate with JPA members – develop multimodal infrastructure



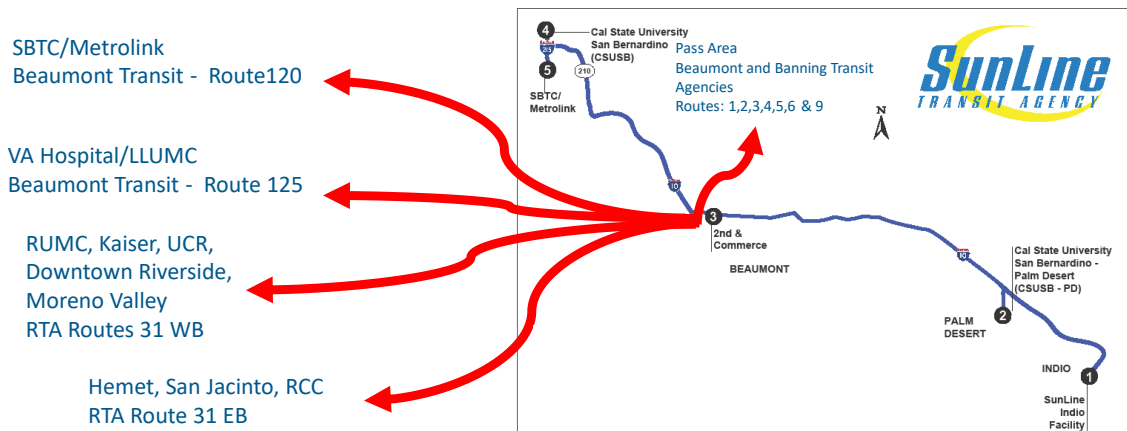
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COMMENTS FROM APRIL 22 MEETING

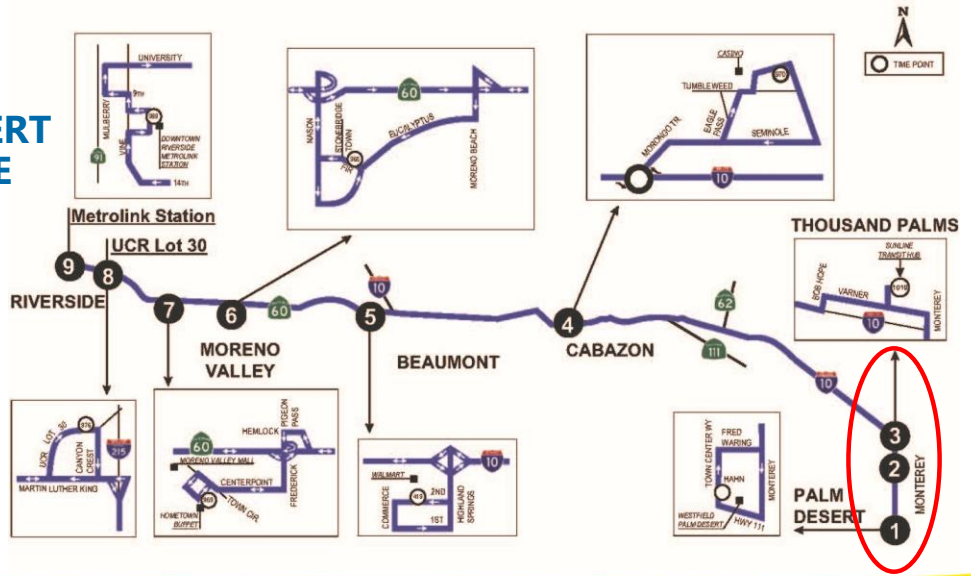
1. Not enough western Coachella Valley connectivity to 10 Commuter Link.
2. A lack of convenient park-and-ride facilities at CSUSB – Palm Desert
3. Importance of connecting western/central Coachella Valley to San Bernardino Metrolink Station, with the discontinuation of Route 220
4. Request to contact the cities/county with updated SRTP information
5. Request to track Route 1X performance and travel time



ROUTE 10 COMMUTER LINK SERVICE BETWEEN INDIO/CSUSB-PD TO SAN BERNARDINO (JULY 12)



SUNLINE ROUTE 220 PALM DESERT - RIVERSIDE



SUNLINE ROUTE 220 PALM DESERT - RIVERSIDE

1. Riverside Transit Agency/RTA pulled out funding 2018
2. January 2020 Discontinued



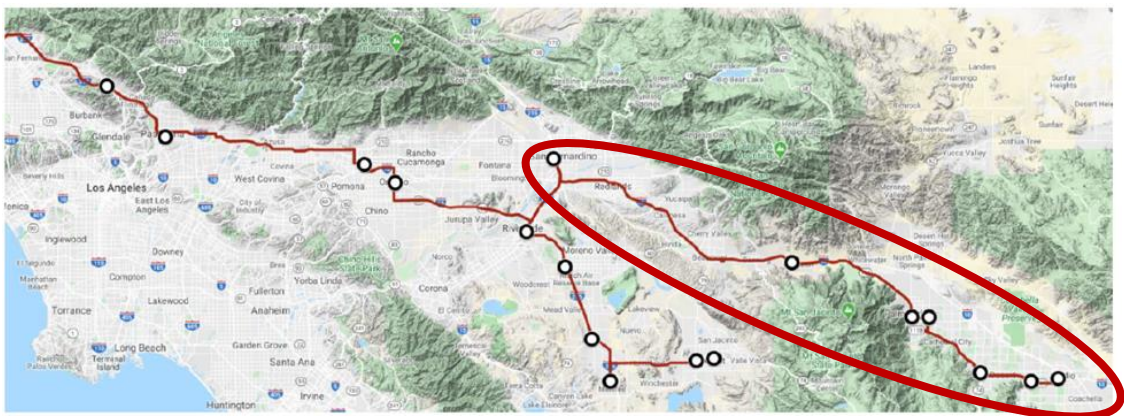
SB 742 - BACKGROUND

Senate Bill 742 (SB 742) allows Amtrak Thruway buses to now transport the general public that are not Amtrak passengers essentially creating a duplicate service between Indio and San Bernardino

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AMTRAK THRUWAY ROUTE 19 MAP INDIO – PALM SPRINGS – SAN BERNARDINO (SEGMENT OUTLINED)



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ROUTE 1X (September 7)



Route 1X Running Times			Running Time	
#	Route	Direction	Maximum	Minimum
1	Route 1	EB	1:59	1:32
2	Route 1	WB	2:01	1:37
3	Route 1X	EB	1:07	1:04
4	Route 1X	WB	1:08	1:06
5	Net Variance	EB	0:52	0:28
6	Net Variance	WB	0:53	0:31
7	Percent Variance	EB	44%	30%
8	Percent Variance	WB	44%	32%



COMMUTER LINK SERVICE VIA PALM SPRINGS/PALM DESERT

#10: Implement Commuter Link service between West Coachella Valley - CSUSB, San Bernardino Transit Center (SBTC)/Metrolink and Amtrak Station. Add 4 new roundtrips. Project not funded, implementation date to be determined. Staff is researching public/public or public private opportunities to fund and implement this service.

Route #	Description	Annual Hours	Annual Miles	Expansion Buses (Excluding Spares)	Operating Cost	Capital Cost
1*	Coachella - Via Hwy 111 - Palm Springs. Increase weekday peak frequency from 20 minutes to every 15 minutes. Capital costs funded through an AHSC grant. Implementation date is tied to the completions of Coachella Valley Mobility Hub	6,120	91,910	4	\$ 704,840	\$ 2,600,000
1A**	Limited Stop Express Service between Indio - Palm Springs. Weekday peak limited stop service slated to start September 7, 2021	7,120	109,130	3	\$ 821,162	\$ 1,950,000
2	Desert Hot Springs - Palm Springs - Cathedral City. Increase weekday frequency from 20 minutes to every 15 minutes. Project not funded, implementation date to be determined.	11,300	175,570	4	\$ 1,531,761	\$ 2,600,000
3	Desert Edge - Desert Hot Springs. Increase weekday peak frequency from 60 minutes to every 30 minutes. Project not funded, implementation date to be determined.	1,922	34,276	1	\$ 221,357	\$ 650,000
4	Westfield Palm Desert - Palm Springs. Increase weekday peak frequency from 40 minutes to every 30 minutes. Project not funded, implementation date to be determined.	3,050	43,000	2	\$ 351,269	\$ 1,300,000
5	Desert Hot Springs - CSUSB Palm Desert - Westfield Palm Desert. Increase weekday peak frequency from 60 minutes to every 40 minutes. Project not funded, implementation date to be determined.	1,810	36,590	1	\$ 208,458	\$ 650,000
6	Coachella - Via Fred Waring - Westfield Palm Desert. Increase weekday frequency from 45 minutes to every 30 minutes. Project not funded, implementation date to be determined.	2,450	36,200	1	\$ 282,167	\$ 650,000
7	Bermuda Dunes - Indian Wells - La Quinta. Increase weekday frequency from 45 minutes to every 30 minutes. Project not funded, implementation date to be determined.	1,363	24,581	1	\$ 156,077	\$ 650,000
8	North Indio - Coachella - Thermal/Mesquite. Increase weekday frequency from 40 minutes to every 30 minutes. Project not funded, implementation date to be determined.	2,050	34,210	1	\$ 236,099	\$ 650,000
9***	North Shore - Mecca - Oasis. Frequency was improved to every 60 min in Jan 21 from every 180 minutes.	1,922	34,276	1	\$ 221,357	\$ 650,000
10	Implement Commuter Link service between West Coachella Valley - CSUSB, San Bernardino Transit Center (SBTC)/Metrolink and Amtrak Station. Add 4 new roundtrips. Project not funded, implementation date to be determined. Staff is researching public/public or public private opportunities to fund and implement this service.	5,916	191,557	2	\$ 681,346	\$ 1,900,000
	Total:			23	\$5,416,791	\$8,250,000

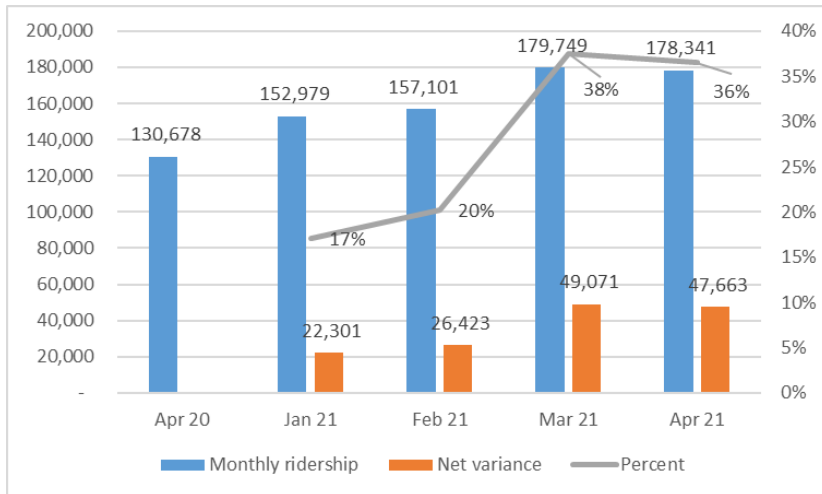


ROUTE 1X PERFORMANCE TRACKING

1. Fall 2021, Before & After Study
2. Capture rider profile and demographics
3. Refueled implementation



RIDERSHIP VARIANCE COMPARTED TO APRIL 2020



NEXT STEPS

- RCTC review and approve funding allocations for transit operators
- SunLine to present the final draft of the SRTP for Board consideration on June 23, 2021



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**Thank
You**

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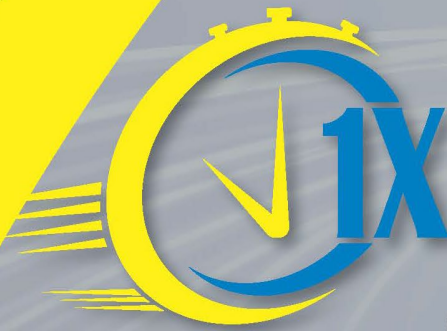
Questions?



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SHORT RANGE TRANSIT PLAN



FY
2022-
2024



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Appendices

Appendix A: SunLine Existing Route Profiles

Glossary of Common Acronyms

5304	Discretionary grants for statewide and non-metropolitan transportation planning
5307	Formula grants for urbanized areas
5309	Discretionary grants for fixed guideway capital investments
5310	Discretionary grants for enhanced mobility of seniors and individuals with disabilities
5311	Formula grants for rural areas
5337	State of Good Repair
5339	Formula grants for bus and bus facilities
ADA	Americans with Disabilities Act
A&E	Architectural and Engineering
AHSC	Affordable Housing and Sustainable Communities Program
APTA	American Public Transportation Association
ARPA	American Rescue Plan Act
ATIS	Advanced Traveler Information System
BAB	Battery Electric Bus
BRT	Bus Rapid Transit
CARB	California Air Resources Board
CARES	Coronavirus Aid, Relief and Economic Stimulus Act
CDC	Centers for Disease Control and Prevention
CIC	Customer Information Center
CMAQ	Congestion Mitigation and Air Quality Improvement Program
CNG	Compressed Natural Gas
COA	Comprehensive Operational Analysis
COVID-19	Coronavirus
CRRSAA	Coronavirus Response and Relief Supplemental Appropriations Act
CTSA	Consolidated Transportation Services Agency
CVAG	Coachella Valley Association of Governments
DBE	Disadvantaged Business Enterprise
EEO	Equal Employment Opportunity

EV	Electric Vehicle
FCEB	Fuel Cell Electric Bus
FTA	Federal Transit Administration
FTIP	Federal Transportation Improvement Program
FY	Fiscal Year
JPA	Joint Powers Agreement
ICT	Innovative Clean Transit
IT	Information Technology
IVT	Imperial Valley Transit
IVTC	Imperial Valley Transportation Commission
KPI	Key Performance Indicator
LCFS	Low-Carbon Fuel Standard
LCTOP	Low Carbon Transit Operations Program
LEP	Limited English Proficiency
LTF	Local Transportation Fund
MBTA	Morongo Basin Transit Authority
MPO	Metropolitan Planning Organization
OCTA	Orange County Transportation Authority
OPEB	Other Post-Employment Benefits
PPP	Public Private Partnership
PTMISEA	Public Transportation Modernization, Improvement, and Service Enhancement Account
RCTC	Riverside County Transportation Commission
RFP	Request for Proposals
RINs	Renewable Identification Numbers
RTA	Riverside Transit Agency
RTPA	Regional Transportation Planning Agency
RPU	Riverside Public Utilities
§	Section
SB1	Senate Bill 1

SBTC	San Bernardino Transit Center
SCAG	Southern California Association of Governments
SGR	State of Good Repair
SR	State Route
SRA	SunLine Regulatory Administration
SRTP	Short Range Transit Plan
STA	State Transit Assistance
TAP	Transit Ambassador Program
TDA	Transportation Development Act
TIRCP	Transit and Intercity Rail Capital Program
TMD	Transportation Management & Design
TNC	Transportation Network Company
TNOW	Transportation NOW
TSP	Transit Signal Priority
TTS	Timed Transfer System
TUMF	Transportation Uniform Mitigation Fee
U-Pass	University Pass
UZA	Urbanized Area as defined by the U.S. Census Bureau
WRCOG	Western Riverside Council of Governments
ZEB	Zero-Emission Bus

Definitions

Financially Constrained Plan	Funded service improvements
Financially Unconstrained Plan	Unfunded service improvements
Microtransit	A form of demand response transit that offers flexible routing and/or flexible scheduling of minibus vehicles

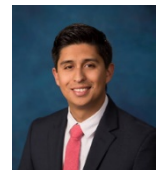
Board of Directors

SunLine was established under a Joint Powers Agreement (JPA) on July 1, 1977, between Riverside County and the communities of the Coachella Valley, which at the time included the Cities of Coachella, Desert Hot Springs, Indio, Palm Desert, and Palm Springs. The JPA was later amended to include the Cities of Cathedral City, Indian Wells, La Quinta, and Rancho Mirage. The JPA’s governing board consists of one elected official from each member entity and one county supervisor. SunLine is headquartered in Thousand Palms, California.

Cathedral City	Raymond Gregory
Coachella	Denise Delgado
Desert Hot Springs	Russell Betts
Indian Wells	Donna Griffith
Indio	Glenn Miller, Vice Chair
La Quinta	Robert Radi, Chair
Palm Desert	Kathleen Kelly
Palm Springs	Lisa Middleton
Rancho Mirage	Charles Townsend
Riverside County	V. Manuel Perez



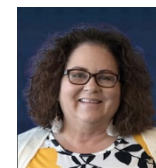
Skiver



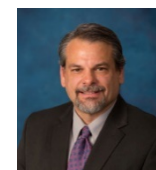
Garcia



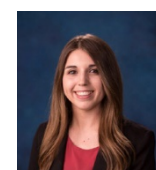
Gregor



Miles



McDaniel



Sowell



Cohen

SunLine Organizational Structure

Lauren Skiver	Chief Executive Officer/General Manager
Luis Garcia	Chief Financial Officer
Peter Gregor	Chief Safety Officer
Tamara Miles	Chief Human Relations Officer
Todd McDaniel	Chief Transportation Officer
Brittney B. Sowell	Chief of Public Affairs/Clerk of the Board
Tony Cohen	Chief Maintenance Officer
Vacant	Chief Performance Officer

Executive Summary

SunLine is the premier transportation provider in the Coachella Valley, connecting its residents with health care, jobs, schools, and a spectrum of other destinations. In 2020, despite the historic challenges prompted by the COVID-19 pandemic, SunLine charted an ambitious and strategic path forward and implemented key elements of the plan to push the agency in a new direction aimed at attracting choice riders, boosting ridership, and creating a brighter future. The annual Short Range Transit Plan (S RTP) covers a three-year span and serves as the actual implementation and financial plan for year one and projections for two additional years.

SunLine Refueled Initiative

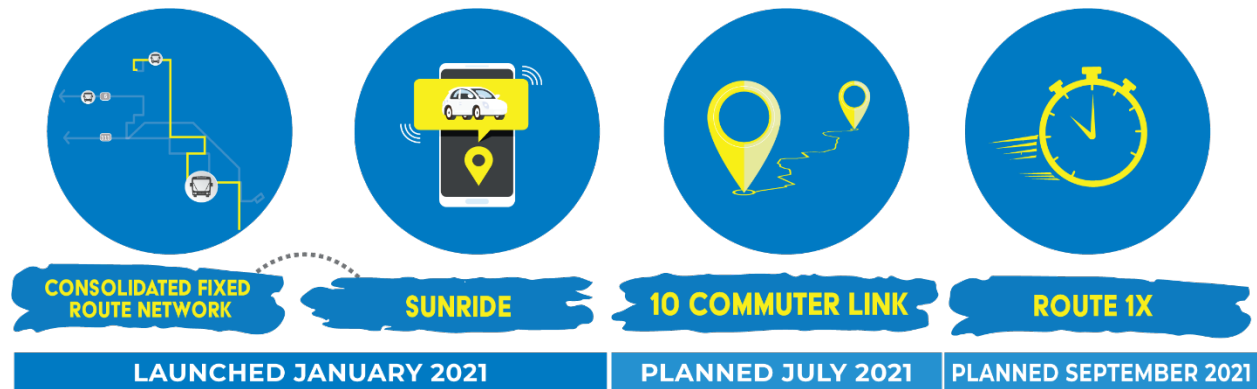
During 2020, SunLine made great strides to improve its service, completing a multitude of capital projects and, as part of its SunLine Refueled Initiative, overhauled its transit network by restructuring its routes to meet future demand. More specifically, the SunLine Refueled Initiative included:

1. The consolidation of 15 routes to 9 routes, minimizing transfer connections and introducing more one-seat rides, expanding the high-frequency span of service, introducing a timed transfer system, laying the transit network along current and future transit supportive land uses, simplifying the route numbering system so customers could better understand and memorize their trip which is a key component of improving customer service and making public transit attractive to choice riders.
2. The implementation of SunRide, a microtransit service operating in four geofenced zones along the Cook Street corridor in Palm Desert, Desert Edge, Coachella, and Mecca-North Shore.
3. The launch of 10 Commuter Link service between Indio and San Bernardino on July 12, 2021.
4. The introduction of Route 1X on September 7, 2021 to test the viability of limited-stop express service between Indio and Palm Springs.

Pandemic Effects on SunLine Refueled Initiative and Service

In the midst of these planning efforts, the COVID-19 pandemic caused a major national and global disruption with the closures of businesses, schools, entertainment venues along with the enforcement of public health policies. Consequently, as shown in Figure ES.1, SunLine rolled out only the first two pillars of the SunLine Refueled Initiative, the Consolidated Fixed Route Network and SunRide, and postponed the start of the other two pillars: the implementation of 10 Commuter Link and Route 1X.

Figure ES.1 Four Pillars of the SunLine Refueled Initiative



Furthermore, SunLine had to reduce service, operating on a Sunday schedule seven days a week and implementing an ambitious plan to maximize safety for both customers and employees by enforcing face coverings and social distancing requirements along with rear-door boarding, operating ghost buses to minimize overcrowding, suspending fare collection to minimize contact, and enhancing the cleaning and sanitizing of buses and office spaces. These safety measures were unprecedented but necessary, given that during the months of December 2020, and January 2021, the number of confirmed cases and deaths in the State of California peaked as shown in Figure ES.2 as we rolled out the first two pillars of the SunLine Refueled Initiative.

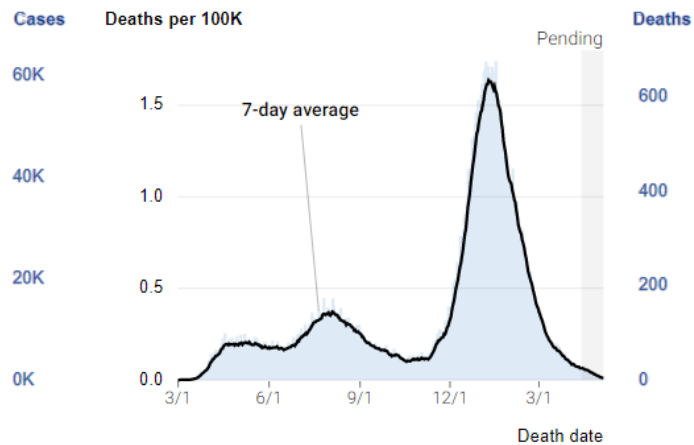
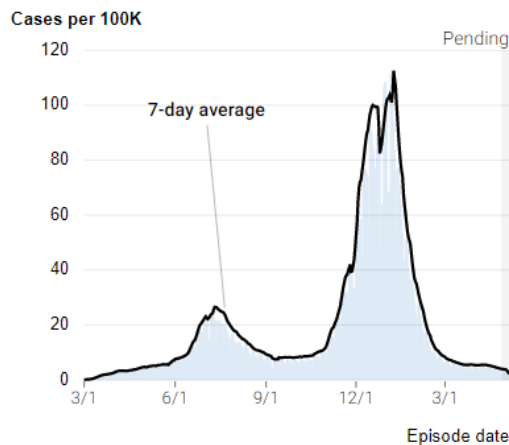
Figure ES.2 Covid-19 Pandemic Trend in California

Confirmed cases in California

Episode date	Reported date
3,648,276 total confirmed cases	
1,547 new cases (0.04% increase)	
4.0 cases per 100K (7-day average)	

Confirmed deaths in California

Death date	Reported date
60,927 total confirmed deaths	
65 new deaths (0.1% increase)	
0.1 deaths per 100K (7-day average)	



Note: Numbers do not represent true day-over-day changes as these results include cases from prior to yesterday. Episode date is the date the event is estimated to have taken place. Reported date is the date the event was reported to the California Department of Public Health. Cases includes people in state and federal prisons, US Immigration and Customs Enforcement facilities, US Marshal detention facilities, and Department of State Hospitals facilities. These groups are excluded from the Blueprint tier assignment calculations, which show different case and test positivity rates. A negative number of reported deaths means that deaths previously attributed to COVID-19 were determined to not be associated with COVID-19. The population denominators in these charts come from the California Department of Finance's population projections for 2020.

The Agency also became the first in the world to incorporate hybrid electric technology and the first small agency to complete and file its Innovative Clean Transit (ICT) Plan with the California Air Resources Board (CARB) – three years before small agencies are required to do so. What is more, the plan states SunLine’s fleet will be fully transitioned to zero emissions by 2035 – five years ahead of the deadline set in the ICT Regulation (2040).

The path towards the future of public transportation in America has been paved, in part, by the exploration and advancement of bus technology pioneered by SunLine Transit Agency – proving it to be “the little transit agency that COULD.”

As noted above, SunLine recently built the largest hydrogen fueling station dedicated to transit in the United States, using electricity and renewable energy to generate clean hydrogen via the Hydrogen Electrolyzer. Hence, the brave path forward dubbed “Refueled.”

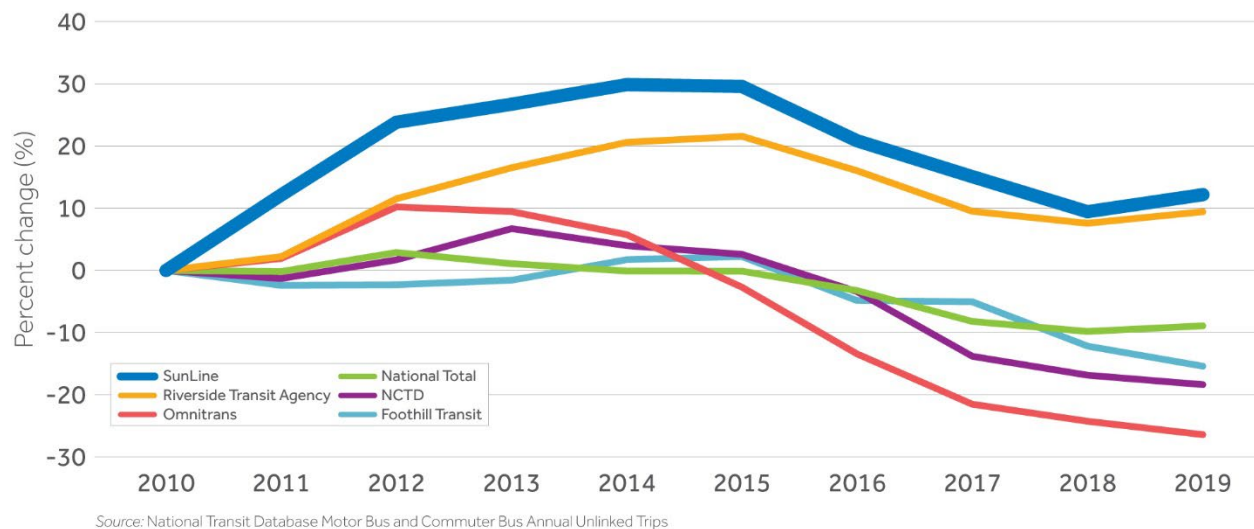
The vision carries beyond the technical advancements – SunLine is the first agency to develop a comprehensive workforce training program in transportation technologies. This training program known as the West Coast Center of Excellence in Zero Emission Technology and Renewable Energy, was developed after SunLine and the transit industry identified a gap between investments in technology and training in zero-emissions technology.



In a nutshell, the year 2020 can well be classified as a year of monumental progress despite challenges of the COVID-19 pandemic.

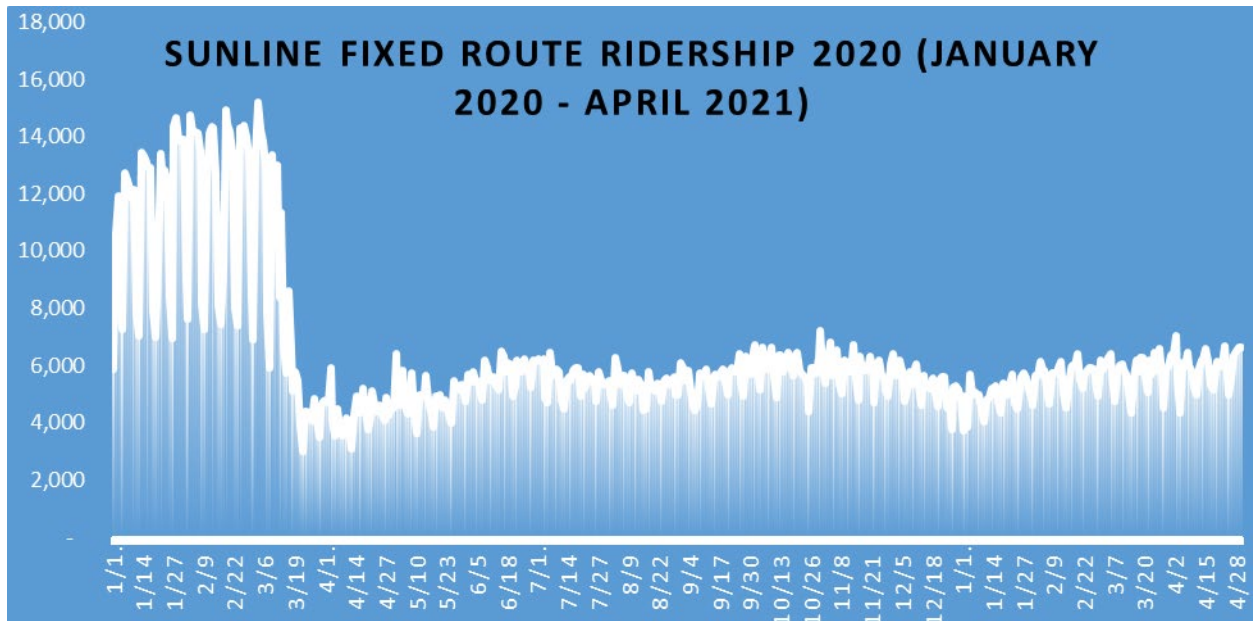
As shown in Figure ES.3 before the pandemic, SunLine had been leading its peers in ridership gains since 2010, bucking the national ridership trend. SunLine’s 2019 Onboard Rider Survey showed an outstanding 93 percent overall customer satisfaction rating. These accomplishments and current initiatives such as the launch of 10 Commuter Link service, the introduction of the Route 1X to test the viability of limited-stop bus service between Indio and Palm Springs, the student Haul Pass program, and the SolVan vanpool program reflect SunLine’s ambitious plans to support the Coachella Valley’s economy. The remarkable outcomes are a direct result of SunLine’s continuous expansion, experimentation, and development of new service strategies and cleaner fuels to meet local and national mobility and energy goals.

Figure ES.3 Percent Change in Fixed Route Ridership Relative to 2010 (to be updated with 2020 data in the final SRTP, 2020 National Transit Database (NTD) data is not yet available)



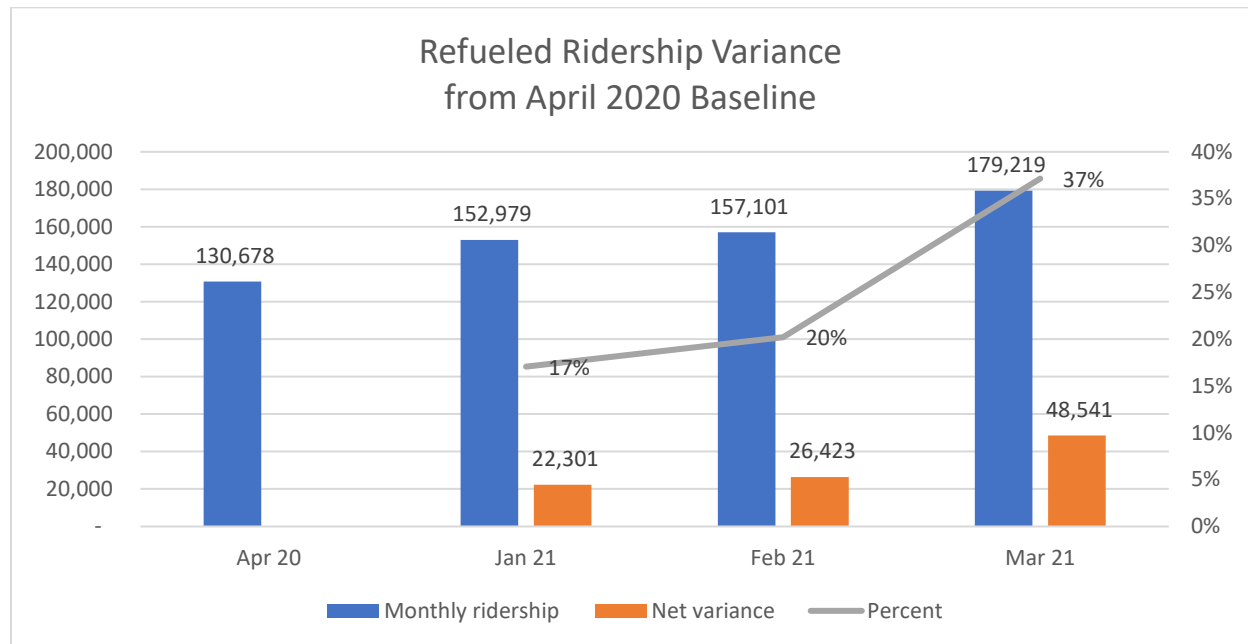
In March 2020, at the beginning of the COVID-19 pandemic, the adverse effects on SunLine’s ridership peaked (Figure ES.4). SunLine’s weekday fixed-route ridership dropped by 70 percent to an all-time low of 4,300 daily boardings. Paratransit ridership decreased by 80 percent to 100 daily boardings during the worst week. The COVID-19 pandemic and the resulting secondary impacts on the Coachella Valley’s economy, employment and day-to-day life warranted SunLine changing course to immediately support the region’s post COVID-19 pandemic recovery efforts. It’s important to note that SunLine kept service operational and remained financially healthy avoiding any staff or service reductions and layoffs. That wouldn’t have been possible without the unwavering support of our Board of Directors, dedicated employees, community leaders and the Federal Transit Administration (FTA).

Figure ES.4 SunLine Fixed Route Ridership Trend January 2020 – April 2021



Preliminary ridership gains as shown in Figure ES.5 suggest that the Refueled fixed-route network restructuring was successfully implemented. Typically, when bus routes are consolidated and transfers are eliminated, there is a drop in the number of boardings because more people will be enjoying one-seat rides to complete their trip – a key objective of the SunLine Refueled Initiative. Based on first quarter data, the increase in the number of riders indicate that SunLine Refueled Initiative is off to a great start, possibly even attracting new riders. Although a date has not yet been identified, as the region recovers from the COVID-19 pandemic, and schools, businesses and entertainment venues reopen, SunLine plans to eventually resume normal service, akin to Level 1 (operating regular weekday schedule).

Figure ES.5 SunLine Refueled Ridership Trend January 2021 to April 2021 Compared to April 2020 Baseline (First Full Month of the Operation Under COVID-19 Restrictions)



The Federal Coronavirus Aid, Relief, and Economic Security (CARES) Act and the Coronavirus Response and Relief Supplemental Appropriations Act (CRRSAA) provided much-needed financial relief. With the combined federal assistance of the CARES Act, CRRSAA, and the American Rescue Plan Act, SunLine was able to keep lifeline service on the streets to provide essential transportation to customers needing a ride to medical appointments, work, grocery shopping and other destinations.

While the American Rescue Plan is changing the course of the pandemic and delivering relief for working families, SunLine proactively planned and implemented the multimodal transit network to rebuild a new economy and support the American Jobs Plan, an investment in America that will create millions of jobs, rebuild our infrastructure, and position the United States to better compete in the global economy. This means SunLine is taking students and residents to schools, colleges and job training centers while developing the next generation of clean fuels and technologies.

The new law does far more than fund transit’s COVID-19 needs. It also offers a wide range of longer-term assistance to workers, employers, schools, restaurants, retail businesses, event organizers, and towns, cities, and states – all of which are essential to reviving Coachella Valley’s economy. SunLine is poised to undertake this challenge; we have been proactively preparing to support these economic recovery efforts with an all-new transit network, new services and new service strategies.

Moving Forward from the Pandemic

Despite the challenges of the pandemic, SunLine pushed forward to fully implement the SunLine Refueled Initiative with community involvement and outreach efforts. No doubt, the communities of

Coachella Valley power guide SunLine’s decisions, providing a foundation for every decision we make. In every respect, the SunLine Refueled Initiative is a direct response to improvements requested by the community. The new norm called for a new transit system that is resilient, flexible, adaptable and of service in an environment that is unpredictable and rapidly changing.

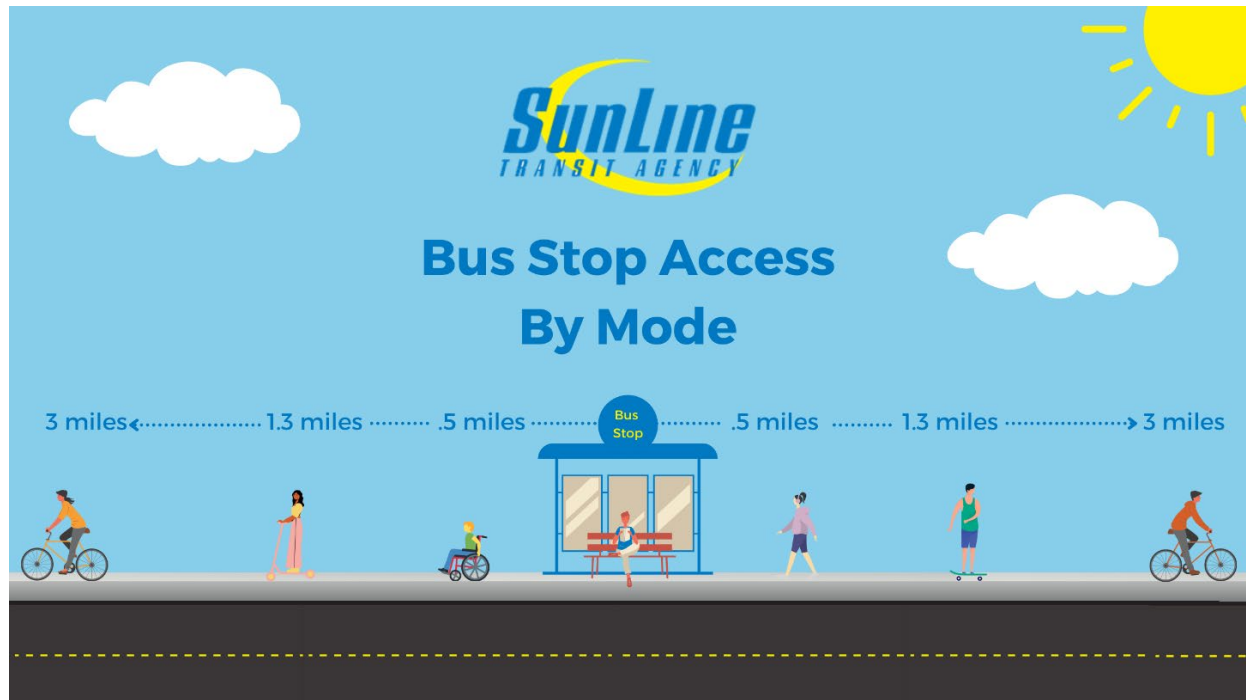


Our work has just begun.

The FY22–24 Short Range Transit Plan lays out a methodical blueprint for recovering from the pandemic and attracting “choice riders” (essentially customers who have other mobility options but choose transit instead) and supporting the broader regional and national initiatives. The plan reflects that the service provided is a key part of supporting the local economy and building thriving communities through greener, more efficient, and sustainable transportation options that connect with other forms of travel such as bicycles, carpools, park-and-rides, trains, and neighboring public transit providers.

Transportation planning requires an understanding of all modes of transportation as they are all linked along the journey. Because every trip begins and ends with a trip to or from a bus stop, accessibility and interconnectivity are essential components of planning and developing transit services to attract and encourage residents to use transit. SunLine is committed to building a multimodal transit network in partnership with the local jurisdictions, regional planning, and funding agencies. As shown in Figure ES.6, the rapidly evolving technologies, electrification of traditional human powered mobility units such as bicycles, scooters, etc., and other slow-moving electric vehicles such as golf carts, Segway’s, etc., have extended the transit catchment area from half a mile to now nearly three miles. This means more residents will have access to transit, a broader range of mobility options appropriate to each trip purpose according to the weather, cost, convenience, and other factors that influence the most the appropriate mode or modes.

Figure ES.6 Transit Catchment Area



A well-designed multimodal, flexible, clean, transit network becomes part of the urban fabric that can be used by everyone for its simplicity and value. A great transit network values the customer’s time and convenience. Transit that is easy to understand, easy to use, and simple to operate creates its own ridership and grows with the community. As shown in layers of transit services and modes, from high frequency to innovative modes such as SunRide, first and last mile solutions such as CVLink and other evolving modes are designed to create an effective network that grows with the community with each layer serving a different purpose and broadening the catchment area from the traditional half a mile to nearly three miles.

This means, more than ever before, all jurisdictions must work toward building a well-coordinated and connected transportation network. SunLine will continue to collaboratively develop and implement strategies with its community partners to attract choice riders, expand SunLine’s market share and increase ridership.

Looking Ahead

A safe return to shared travel is necessary, — and it will be a difficult task. The challenges in our immediate path are significant, but the first step is implementing the approved SunLine Refueled Initiative, envisioning good outcomes for a sustainable multimodal, connected, and clean, transportation future. Without a commitment to shared mobility, —especially mass transit, rapidly evolving personal mobility units and pooled rides, — we will see a resurgence of single-occupant vehicles and an undermining of progress towards climate and equity objectives.

Hence, fully implementing the approved SunLine Refueled Initiative remains the highest priority. Item 2 below, fare collection and front door boarding which has been approved by the Board of Directors, was implemented as a part of the May 2021 service change.

The remaining items previously approved by Board of Directors are slated for implementation in FY22 as noted below during the first year of the SRTP and the other long-term initiatives that primarily require public-public and public-private partnerships will be implemented on an ongoing basis as new funding sources/grants are realized.

- School trippers resumed on March 29, 2021 for students returning to in-class learning at local schools.
- Fare collection and front-door boarding resumed May 2, 2021.
- 10 Commuter Link service between Indio and San Bernardino is expected to begin July 12, 2021 coinciding with the start of California State University San Bernardino (CSUSB) on-campus classes on August 23, 2021.
- Route 1X is expected to launch September 7, 2021 testing the effectiveness and desirability of limited-stop service between Indio and Palm Springs.
- An attitude and awareness survey/study will be conducted in the fall to measure the effectiveness of the SunLine Refueled Initiative and fine-tune the transit network and strategies – a transit network designed by the residents.
- Bus stop signs and schedule holders will be updated to enhance customer service, optimize the utilization of trip planning technologies, modernize our image on the streets and improve communications.

As an agency of firsts, SunLine Transit Agency has remained committed to building a truly intermodal, clean, and sustainable transportation network in partnership with local jurisdictions, regional and federal governments, and the private sector to develop, finance and implement strategies to attract choice riders, expand SunLine’s market share and increase ridership. SunLine has the following strategic action items slated for next year:

- Capitalize on the CVLink multimodal corridor, which has the potential to connect neighborhoods to transit, activity centers, and address some of the first- and last-mile mobility needs of the Coachella Valley.
- Continue with SunLine’s ongoing improvement, communications, and education programs to enhance collaborative planning efforts that protect the integrity of the transit network and benefits of transit, i.e., improve the experience of the entire journey.
- Develop strategies and funding to implement frequency improvements and a Commuter Link service to connect western and central Coachella Valley to CSUSB, San Bernardino Transit Center (SBTC)/Metrolink Station and Amtrak Station as summarized below to capture choice riders by developing successful new funding streams and grants, as shown in Figure ES. 7.

Figure ES.7 Service Expansion Strategies and Status

Route #	Description	Annual Hours	Annual Miles	Expansion Buses (Excluding Spares)	Operating Cost	Capital Cost
1*	Coachella - Via Hwy 111 - Palm Springs. Increase weekday peak frequency from 20 minutes to every 15 minutes. Capital costs funded through an AHSC grant. Implementation date is tied to the completions of Coachella Valley Mobility Hub	6,120	91,910	4	\$ 704,840	\$ 2,600,000
1X**	Limited Stop Express Service between Indio -Palm Springs. Weekday peak limited stop service slated to start September 7, 2021	7,130	139,130	3	\$ 821,162	\$ 1,950,000
2	Desert Hot Springs - Palm Springs - Cathedral City. Increase weekday frequency from 20 minutes to every 15 minutes. Project not funded, implementation date to be determined.	13,300	175,570	4	\$ 1,531,761	\$ 2,600,000
3	Desert Edge - Desert Hot Springs. Increase weekday peak frequency from 60 minutes to every 30 minutes. Project not funded, implementation date to be determined.	1,922	34,276	1	\$ 221,357	\$ 650,000
4	Westfield Palm Desert - Palm Springs. Increase weekday peak frequency from 40 minutes to every 30 minutes. Project not funded, implementation date to be determined.	3,050	43,000	2	\$ 351,269	\$ 1,300,000
5	Desert Hot Springs - CSUSB Palm Desert - Westfield Palm Desert. Increase weekday peak frequency from 60 minutes to every 40 minutes. Project not funded, implementation date to be determined.	1,810	36,590	1	\$ 208,458	\$ 650,000
6	Coachella - Via Fred Waring - Westfield Palm Desert. Increase weekday frequency from 45 minutes to every 30 minutes. Project not funded, implementation date to be determined.	2,450	36,200	1	\$ 282,167	\$ 650,000
7	Bermuda Dunes - Indian Wells - La Quinta. Increase weekday frequency from 45 minutes to every 30 minutes. Project not funded, implementation date to be determined.	1,363	24,581	1	\$ 156,977	\$ 650,000
8	North Indio - Coachella - Thermal/Mecca. Increase weekday frequency from 40 minutes to every 30 minutes. Project not funded, implementation date to be determined.	2,050	34,210	1	\$ 236,099	\$ 650,000
9***	North Shore - Mecca - Oasis. Frequency was improved to every 60 min in Jan 21 from every 180 minutes.	1,922	34,276	1	\$ 221,357	\$ 650,000
10	Implement Commuter Link service between West Coachella Valley - CSUSB, San Bernardino Transit Center (SBTC)/Metrolink and Amtrak Station. Add 4 new roundtrips. Project not funded, implementation date to be determined. Staff is researching public/public or public private opportunities to fund and implement this service.	5,916	191,557	2	\$ 681,346	\$ 1,900,000
Total:				21	\$ 5,416,791	\$ 14,250,000

* Capital costs funded. Operating funds needs to be programmed

** Funded and start up slated for Monday, September 6, 2021

*** When demand warrants, increase frequency to every 40 minutes from current 60 minutes

With the aggressive implementation of the SRTP’s recommendations, SunLine is poised to meet the mobility needs of the residents of Coachella Valley and support regional and national economic recovery efforts. The budget is being simultaneously reviewed by the Board budget committee and the final SRTP and budget are slated for Board approval in June.



Chapter 1. System Overview and Service Profile

In 2019, SunLine Transit Agency completed a bold plan to recast its transit system. This plan to minimize transfers, reduce travel times, and realign routes to serve growing, and more productive areas — SunLine Refueled Initiative — was prepared with guidance provided by the Board of Directors, input from transit riders, and a robust data analysis. Due to the COVID-19 pandemic, SunLine only rolled out the first two pillars of the SunLine Refueled Initiative, the Consolidated Fixed Route Network and SunRide. The start of the other two pillars, the implementation of 10 Commuter Link and Route 1X, was postponed. Additionally, SunLine had to reduce service, operating on a Sunday schedule seven days a week and implementing an ambitious plan to maximize safety for both customers and employees by enforcing face coverings, social distancing requirements, and rear-door boarding; operating ghost buses to minimize overcrowding; suspending fare collection to minimize contact; and enhancing the cleaning and sanitizing of buses and office spaces.

This first chapter of the FY2022–2024 Short Range Transit Plan (S RTP) provides an introduction to SunLine. It outlines the baseline service conditions and includes a rider profile, a description of the service area, and a summary of current public transit service.

1.1 Description of Service Area

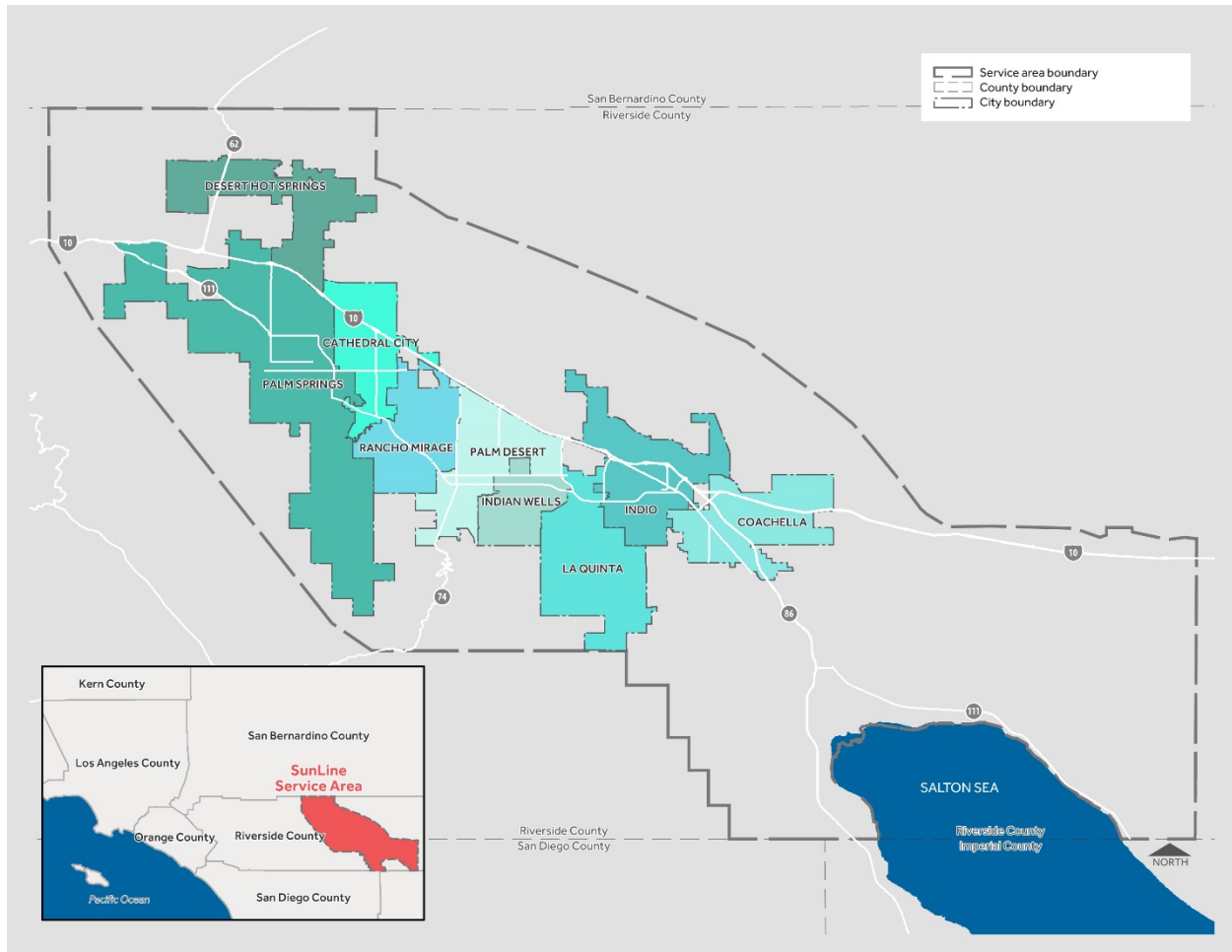
The SunLine service area covers 1,120 square miles of the Coachella Valley (Figure 1.1). It extends from San Geronio Pass in the west to the Salton Sea in the southeast. Located 120 miles east of downtown Los Angeles and 60 miles east of Riverside and San Bernardino, most of SunLine’s service area is located in the Riverside County Supervisorial District 4.

SunLine provides service to the following cities:

- Cathedral City
- Coachella
- Desert Hot Springs
- Indian Wells
- Indio
- La Quinta
- Palm Desert
- Palm Springs
- Rancho Mirage

Service is also provided to the Riverside County unincorporated communities of Bermuda Dunes, Desert Edge, Mecca, North Shore, One Hundred Palms, Oasis, Thermal and Thousand Palms. Within the Coachella Valley region, SunLine provides 150 square miles of fixed-route service coverage and 200 square miles of paratransit service coverage.

Figure 1.1 SunLine Service Area



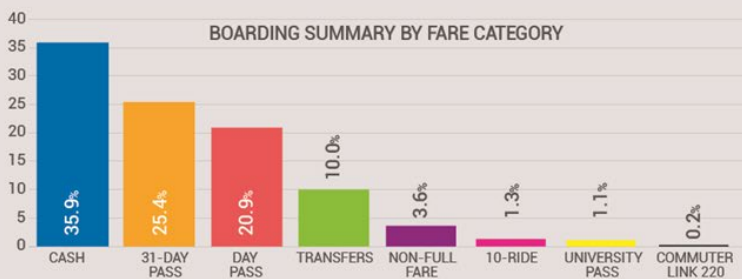
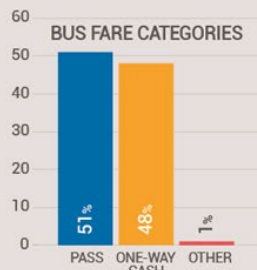
1.2 Population Profile and Demographics

The 2019 SunLine Transit Rider Survey was an important source of information for the plan. It gave SunLine staff a current ridership profile and described how riders use the transit system. The infographic on the next page shows the demographic characteristics of SunLine’s riders.

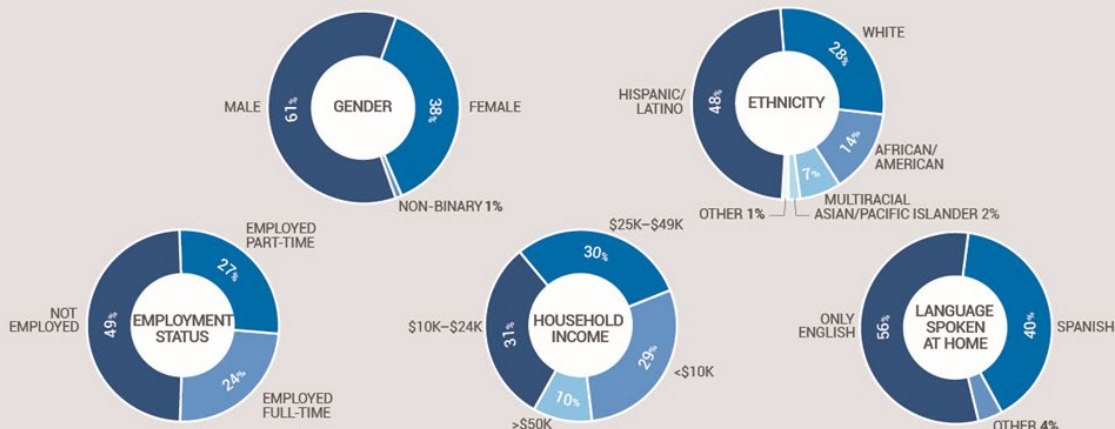
POPULATION PROFILE and RIDER CHARACTERISTICS

The SunLine Transit Rider Survey provided a snapshot of passenger characteristics, as summarized here.

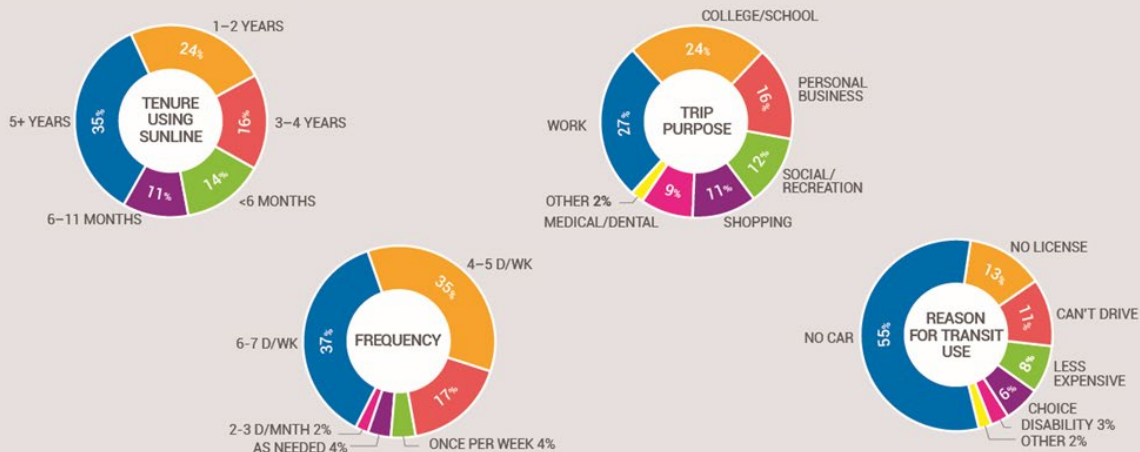
BOARDING FARE



DEMOGRAPHICS



TRANSIT USE



Despite the recent ridership downturn related to the COVID-19 pandemic, population growth in Riverside County and the Coachella Valley will continue to drive demand for public transit services. The SunLine Refueled Initiative is aimed at connecting its residents with health care, jobs, schools and a spectrum of other destinations. With straighter, more direct routes, the redesigned system will provide more permanent transit corridors to transit-supportive land uses charting an ambitious and strategic path to push the agency in a new direction to attract choice riders, boost ridership and create a brighter future.

Like other transit agencies nationwide, SunLine is faced with the challenge of maintaining core service, extending service to new developments, and addressing the financial challenges resulting from the COVID-19 pandemic. Additionally, a key objective of this restructuring is to streamline bus routes to address the request of the residents to provide more streamlined, direct, and frequent bus service. With the massive amount of growth, and limited funding, SunLine would be unable to provide direct service from every trip origin to every destination. However, with careful planning, more direct and streamlined bus routes, SunLine can establish a system that incorporates easier transfers, connectivity and reasonable walks to and from nearby bus stops to meet these sometimes-competing objectives.

That kind of growth has prompted SunLine to work with the community to develop a new system that gives customers fewer transfers, better connectivity, and enhanced efficiency for years to come. Failure to restructure and make the transit system more efficient would mean so many residents not having any transit service.

Projections prepared by the Southern California Association of Governments show that the Riverside County population is expected to grow at 1.1 percent rate from 2020 to 2040. This means an increase from 2.5 million people in 2020 to 3.17 million people in 2040. In contrast, Coachella Valley is projected to have a 2 percent higher annual growth rate than Riverside County over the same 20-year period. Population in Coachella Valley cities is projected to grow from 390,000 in 2020 to 600,000 in 2040. Figure 1.2 to Figure 1.4 show the Riverside County and Coachella Valley's population growth projections.

Figure 1.2 Riverside County Population Growth Projections

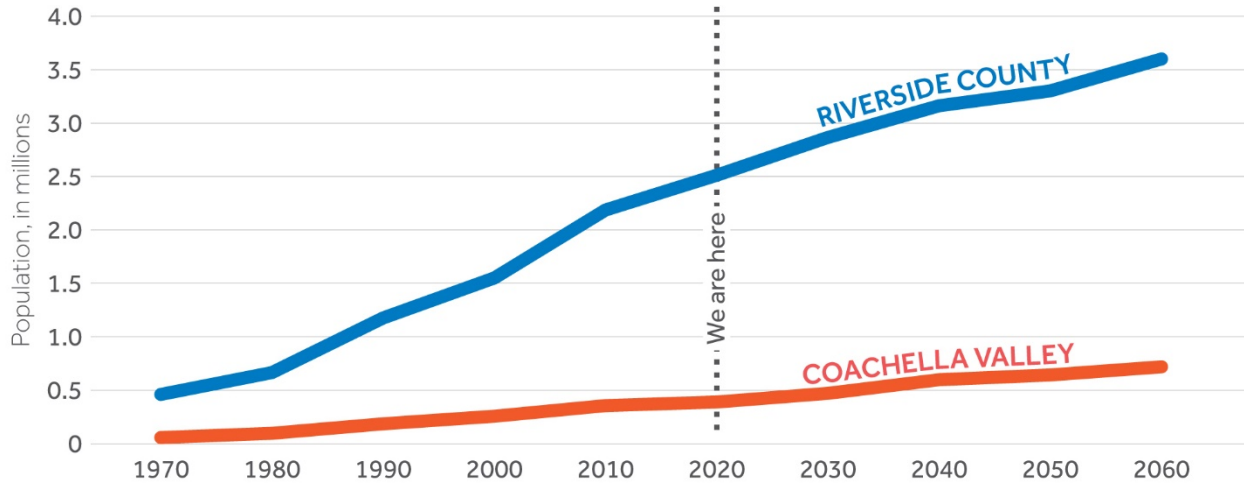


Figure 1.3 Coachella Valley Population Growth Projections

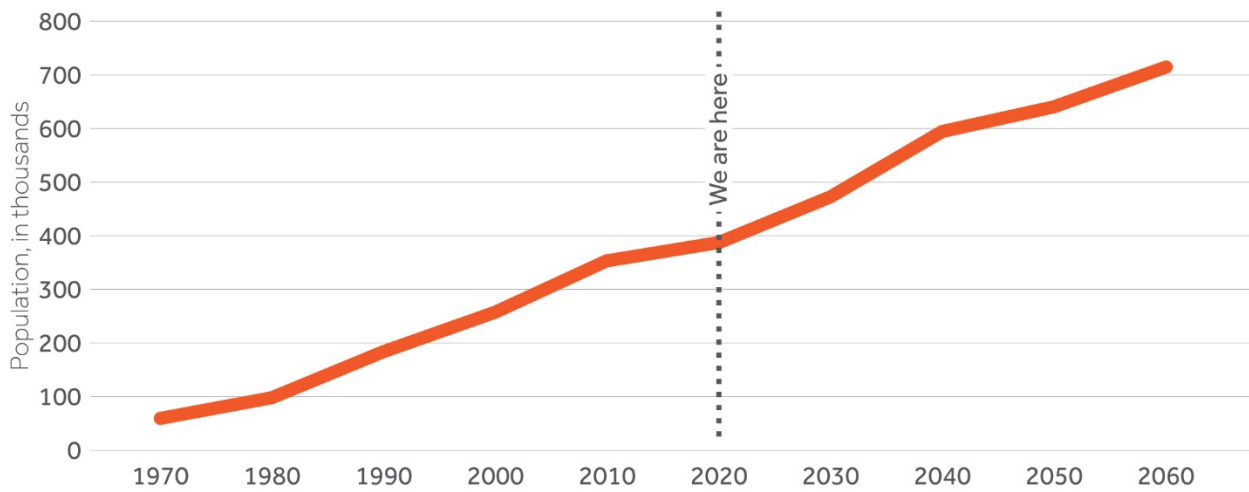


Figure 1.4 Population Growth Projections for Jurisdictions in the SunLine Service Area

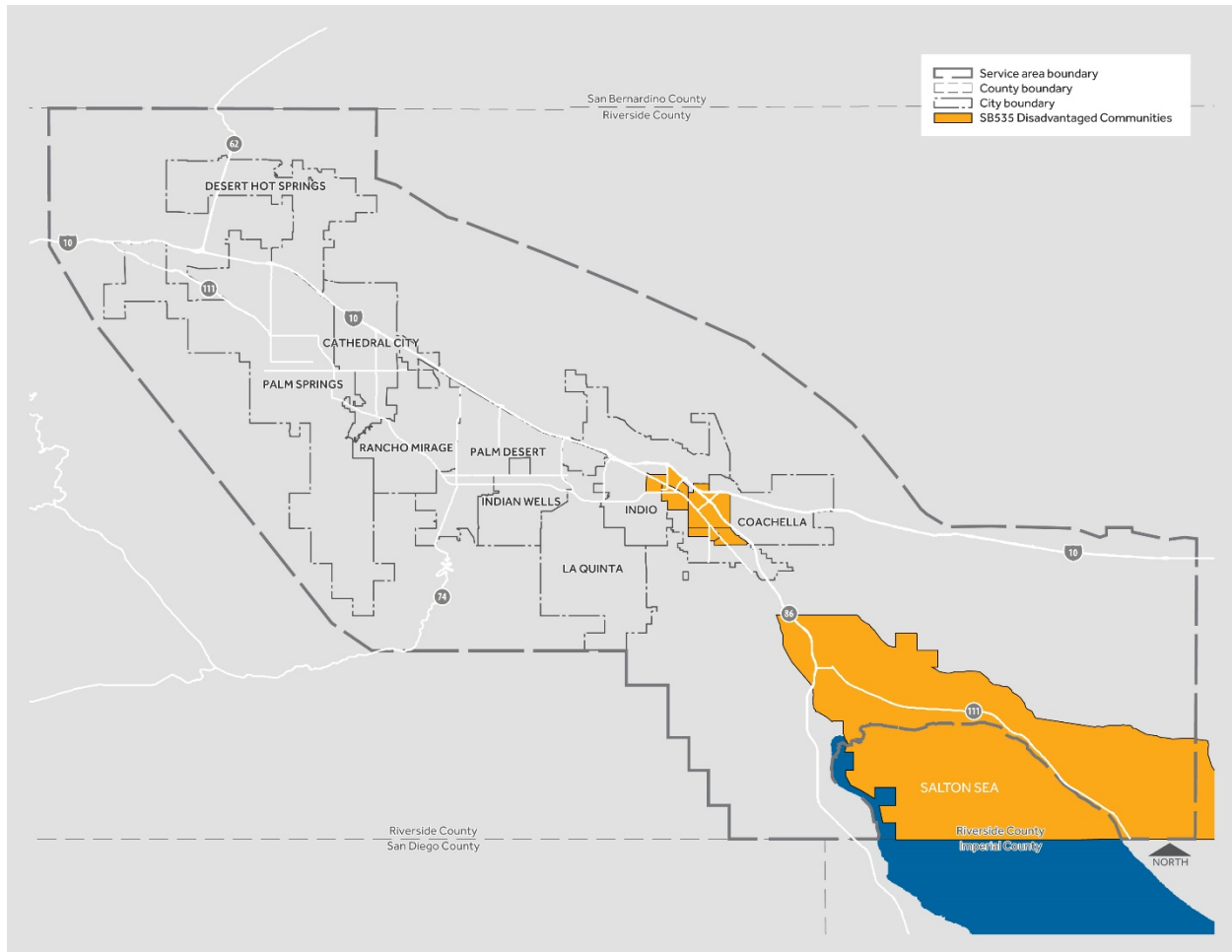
City	2012 Population	2040 Population	Difference	Percent Difference (%)
Cathedral City	51,476	68,100	16,624	32
Coachella City	42,400	146,300	103,900	245
Desert Hot Springs City	27,800	58,900	31,100	112
IndianWells City	5,100	7,200	2,100	41
Indio City	78,800	123,300	44,500	56
La Quinta City	38,300	47,700	9,400	25
Palm Desert City	49,800	61,700	11,900	24
Palm Springs City	45,600	56,900	11,300	25
Rancho Mirage City	17,600	25,000	7,400	42
Unincorporated Riverside County	359,500	487,500	128,000	36
Total	716,376	1,082,600	366,224	51%

Source : Southern California Association of Governments, 2016.
http://scagrtpscsc.net/Documents/2016/draft/d2016RTPSCS_DemographicsGrowthForecast.pdf

Disadvantaged communities in California are specifically targeted for investment of proceeds from the state’s cap-and-trade program. Senate Bill 535 mandates that 25 percent of the proceeds from the Greenhouse Gas Reduction Fund go to projects that benefit disadvantaged communities. These investments are primarily aimed at improving public health, quality of life, and economic opportunity in the State’s most burdened communities while also reducing pollution.

Disadvantaged communities are defined as the top 25 percent scoring census tracts from the California Environmental Health Screening Tool (CalEnviroScreen). The Senate Bill 535 disadvantaged communities within the SunLine service area are illustrated in Figure 1.5.

Figure 1.5 SB535 Disadvantaged Communities



1.3 Description of Services

SunLine’s existing transit service includes SunBus – local bus, Commuter Link – regional commuter service, SunRide – microtransit and SunDial – paratransit service. Additionally, SunLine’s taxi voucher, SolVan – vanpool, and rideshare programs provide additional transportation options to residents throughout the Coachella Valley. Each of these service types is described briefly in the following sections.

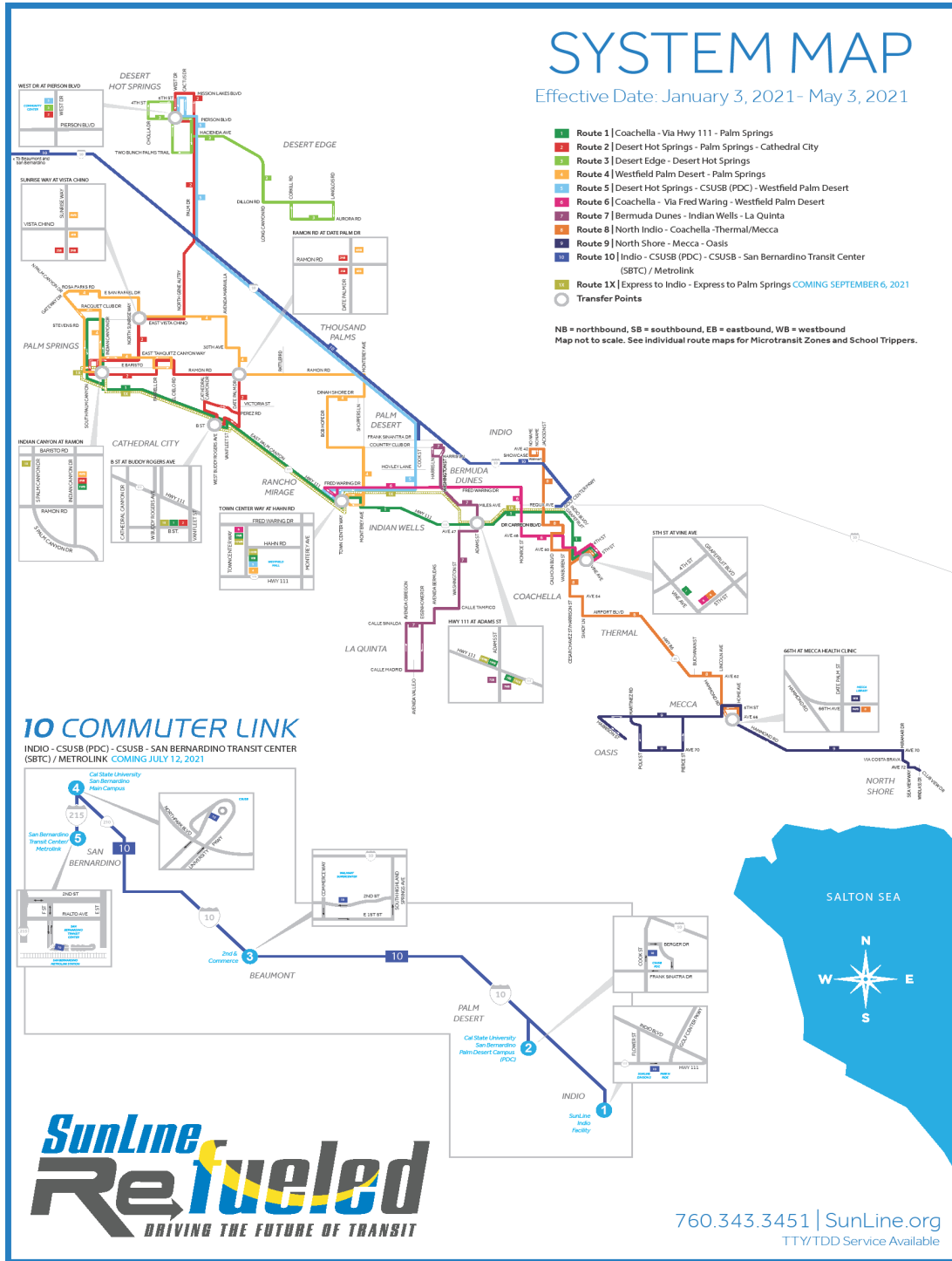
SunBus – Local Bus

SunLine currently operates nine local routes in its service area. The local bus network is broken down into trunk routes and connector or feeder routes. Trunk routes serve highly traveled corridors with more



frequent headways and include routes 1 and 2. Connector/feeder routes operate in less dense areas and connect to trunk routes. These routes generally operate at less frequent headways and include routes 3 through 9. SRTP Table 1.0 (see Tables Section of the SRTP) shows a list of the routes and the areas they serve. Figure 1.6 shows the SunLine system map. Appendix A shows SunLine route profiles.

Figure 1.6 Fixed Route System Map



SunRide – Microtransit Service

Microtransit is an emerging transit mode that offers flexible and dynamic demand-driven transportation solutions to areas with limited transit access or where traditional fixed route service is simply not feasible. Microtransit services typically operate with a fleet of smaller vehicles (for example, cutaway vans or vans) in defined zones, with dynamic routing based on real-time demand. Similar to Transportation Network Companies (TNC) such as Uber and Lyft, users in designated areas simply specify the details of their trips on a mobile application, and a vehicle is summoned to deliver them to their destination. Operating specifics such as service hours and coverage area can be tailored to meet the needs and/or resources of the agency (fleet availability, operating budget, etc.).



In January 2020 SunLine launched Phase 1 of a pilot project to evaluate on-demand service provided by local taxi companies. This phase of the microtransit pilot program service was offered, at no cost, to students that qualified for Extended Opportunity Programs and Services (EOPS) and resided within nine miles of the Indio campus. The service was to operate for a four-month period, January to May. COD staff provided SunLine with student residential data based on the nine-mile parameter, student schedules, email addresses, and student engagement support. An additional 30 students that participate

in EOPS and reside within six miles of the Palm Desert campus were identified and invited to participate in the program on March 2, 2020. None of the Palm Desert students participated in the program.

Regrettably, in the midst of Phase I of the pilot program, the COVID-19 pandemic of 2020 caused a major national and global disruption with the closures of businesses, schools, entertainment venues and the enforcement of national and statewide public health policies. COD closed its campus on March 16, 2020. As a result, the four-month pilot program was abruptly terminated after only 27 days of operation.

Phase I Findings

1. With only 27 days of operations there was a 10 percent participation level.
2. The ability to conduct direct marketing by having the student information was a significant contributing factor to the result of the study.
3. Participants much preferred on-demand requesting of the service rather than scheduling the trip in advance.
4. Driver responsiveness to the request for service was prompt but the pickup time was in excess of the goal by five minutes. It was identified that unready passengers, tablet malfunctions and driver errors contributed to extending reported wait times in 10 percent of the transactions.
5. The driver ratings were high.

The geo-fenced area needed to be adjusted as it was too large to service passengers within the goal of 10 minutes with the number of vehicles recommended by TransLoc. It was identified that drivers could not safely reach the location of pickup from where the vehicle was staged within a 10 minute period on nine percent of the ride requests. Overall lack of demand did not warrant the expense of placing additional taxicabs in service.

Since the pilot program was fare free no price elasticity could be established. Using an hourly rate of for service rather than reimbursing on a per trip basis generated a high cost per trip when carrying low ridership.

SunRide Microtransit Pilot – Phase II

SunLine launched Phase II of its microtransit pilot program in four Coachella Valley zones on January 4, 2021. SunLine identified communities that would benefit most from this on-demand door-to-bus stop service. The new microtransit service, known as SunRide, is available in the Cook Street Corridor (Palm Desert), the communities of Desert Edge, Coachella, and Mecca-North Shore (Figures 1.7 – 1.10). Riders use TransLoc, a smartphone app, which dispatches a SunRide vehicle to pick them up at a location within the designated geo-fenced zones and/or bus stops. The service is available during SunLine’s peak hours of Monday – Friday, 5:30 a.m. to 6:30 p.m.

The cost is \$2 per person until July 2, 2021 (which excludes a transfer to the Agency’s fixed route system). Beginning July 5, 2021, the fare will be \$3 per person which will include a free transfer to the fixed route service. SunRide’s on-demand service allows a rider to book a trip within 15 minutes or to schedule a trip up to seven days in advance. Riders may opt for contactless payment by choosing to pay using their credit/debit card. The app will also allow the rider to store their credit/debit card information within the app for convenience when booking future rides. Riders that do not have access to a smartphone may also book a trip through TransLoc’s web portal or by calling the SunRide dispatch center. Riders that book their trips without a smartphone pay cash upon boarding the vehicle.

Figure 1.7 SunRide Pilot Service Areas — Cook Street Corridor – Palm Desert



Figure 1.8 SunRide Pilot Service Areas — Desert Edge

Desert Edge

Connect to:

- Route 3 at Dillon loop to Hacienda Ave. and Mountain View
- Routes 2 and 5 at Palm & Dillon

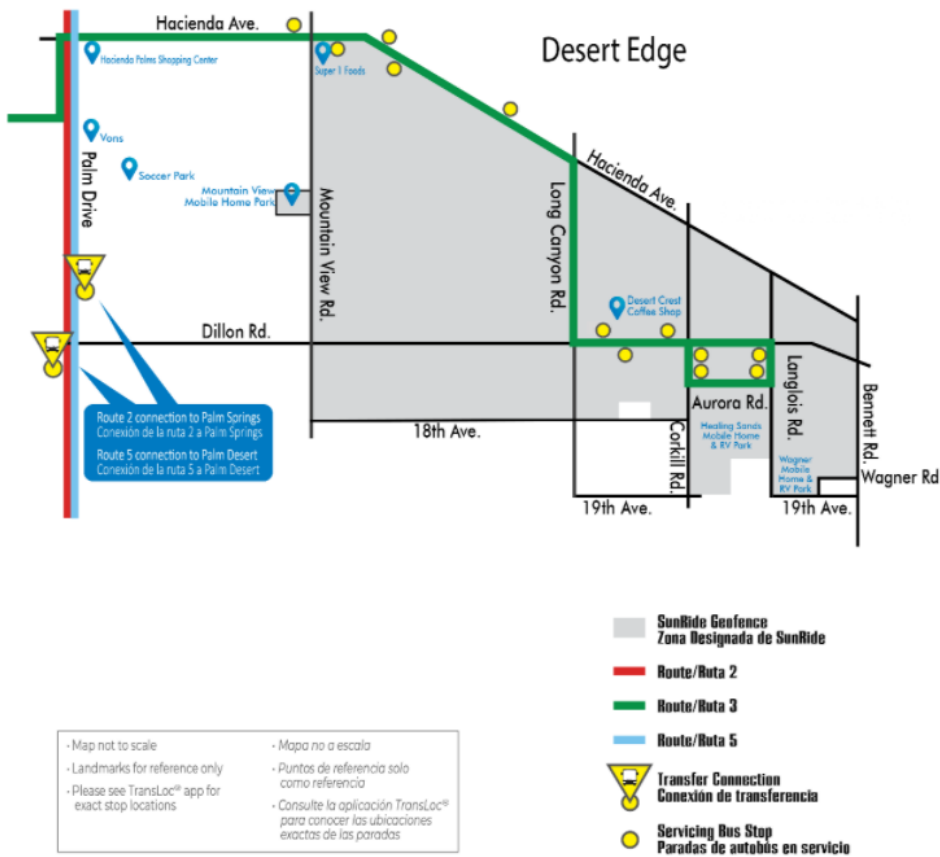


Figure 1.9 SunRide Pilot Service Areas — Coachella

Coachella

Connect to:

- Route 8 within the geofence
- Route 1, Route 6, and Route 8 at 5th & Vine

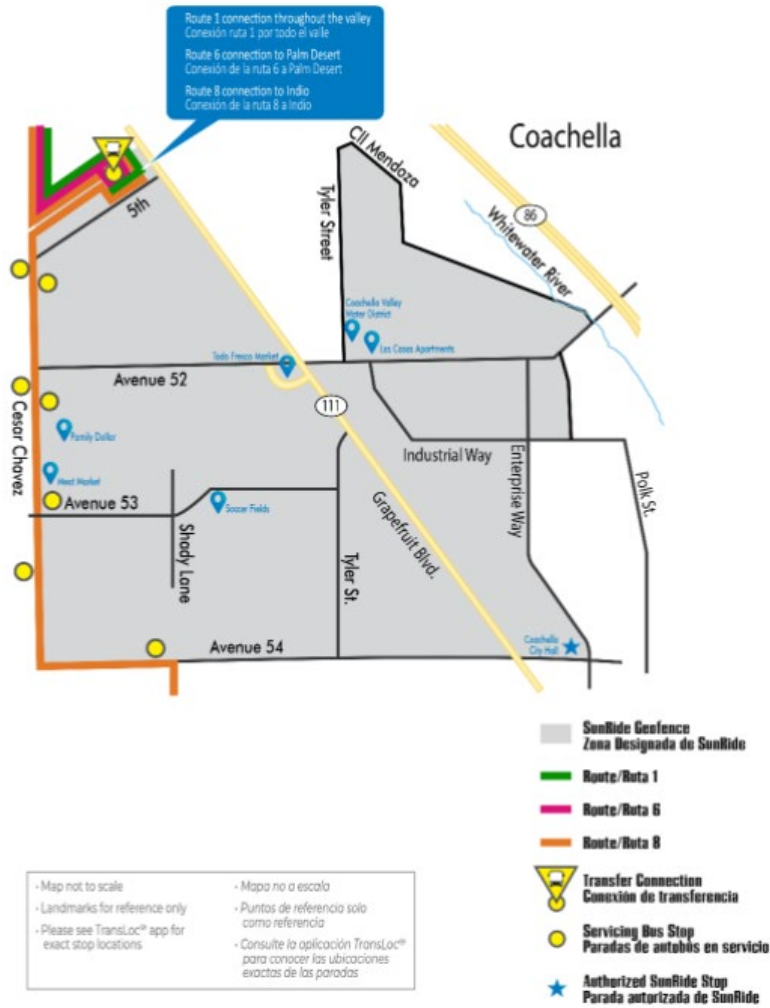


Figure 1.10 SunRide Pilot Service Areas — Mecca North Shore

Mecca North Shore

Connect to:

- Route 9 at stops from Mecca Library to Club View Dr. & Windlass Dr.
- Route 8 Mecca Library



SunDial Paratransit

SunLine operates SunDial ADA paratransit to provide service to those certified under ADA, who cannot ride fixed route bus service. SunDial patronage decreased during the past year due to the COVID-19 impact. In FY 2019/2020, SunLine served 122,010 passengers, a 0.21 percent decrease from FY 2018/2019. SunDial operated 833,477 miles and 58,753 hours of revenue service in FY2019/2020.

SunDial operates within three-quarters of a mile on either side of the SunBus route network and is available by advanced reservation only. Reservations may be made based on the service hours of the fixed routes serving passengers' origins and destinations, and may only be used at the same times, days and frequency as local fixed-route service. SunDial service is an origin to destination service, shared ride transit service for persons who are functionally unable to use the fixed route service either permanently or under certain conditions. Eligibility is not solely based on having a disability.

SunDial service is provided with a fleet of 39 vans seven days a week during the same hours and days as the fixed route network. Service is not provided on Thanksgiving and Christmas days. As an operator of bus service, SunLine is required under the ADA to ensure that paratransit service is provided to eligible

individuals with disabilities. The level of service provided must be comparable, in terms of hours and days of service and area served to the service provided by the fixed route bus system.

To be eligible, all persons must complete an application, describing in detail the nature of their mental or physical disability that may prevent the individual from using regular fixed route service. Applicants must obtain an approved health care professional's statement and signature verifying the disability. Each applicant is notified in writing of their application status within twenty-one days, from receipt of a completed application. Riders who have the required ADA Certification Identification Card are eligible to use SunDial for their transportation needs, including medical appointments, shopping, and other social activities.

SolVan – Vanpool

A vanpool is a group of people who are commuting to the same workplace or post-secondary education facility (college, trade school, etc.) regularly from the same community, riding together in a van or SUV provided by a vendor to share expenses. Vanpools typically carry five to 15 passengers, and operate long distances, traveling between pick-up locations and a place of work/school.

Vanpools provide small-scale commuter ridership in scenarios where operator costs would otherwise be prohibitively high. Operating costs are very low, because the passengers drive themselves. Ridership per platform hour is healthy. Vanpools are very demand-responsive; they can be quickly organized based on demand, on a monthly basis. Once ridership falls below a threshold, a vanpool can end but new routes can be easily added based on need with a minimum of overhead. They can access office parking areas and other locations where scheduled SunLine service cannot reach, making for more convenient passenger drop-offs.

Vanpool programs can be administered in a variety of ways, allowing the employer to be fully involved or simply promote it. Employers can help employees form vanpools through rideshare matching. Rideshare matching helps potential vanpoolers locate others nearby with similar commutes. With technology advancements, on-demand vanpooling may help reduce coordination costs and increase ridership.

As the region develops unevenly, vanpools will be an increasingly effective means to serve trips from low-density places to employment and education centers. With vanpool programs, SunLine may be able to pull back bus service from low-volume, coverage routes, and focus on more frequent, trunk routes and core services. Vanpools travel long distances, much further than most bus routes, which helps broaden service area.

SunLine's Vanpool Program, SolVan, provides a subsidy for qualified vans that agree to report daily riders, miles, and hours, and expenses. A SolVan reporting system has been created to track each rider on each vanpool. The volunteer driver of the vanpool must be a participant in the vanpool

program. Vanpool passengers are responsible for paying the monthly lease cost minus the SolVan subsidy. Lease includes insurance and maintenance. They will also share the cost of gas, toll fees, and parking fees (if applicable). Vehicles for this type of service are leased by one of the pre-qualified vendors to one of the commuters in the group, a company, or by a third-party representative.

Status during pandemic: The pandemic situation has created many challenges and disruptions for transit and ride sharing mobility options. Employers can be very effective to help create vanpools, as riders have the commonality of work destination and employers can modify work shifts to accommodate transportation arrangements. There is also a regional air quality regulation affecting employers who employ 250 or more employees, to improve air quality by promoting telework and sharing the ride to reduce solo commuting, among other air quality strategies. However, another challenge of the pandemic has affected employment numbers where many of the regulated sites are no longer regulated, which may impact their partnership to voluntarily promote alternative modes of transportation. Furthermore, many employers allowed employees to telework from home, laid off or furloughed employees, reduced work shifts, and some employers have gone out of business.

These situations impacted those regularly commuting, including those vanpooling. Fortunately, all SolVan vanpools have continued during pandemic, both at farm sites and traditional work sites. However, there was some ridership reductions due to reduced work shifts. SolVan subsidy guidelines were relaxed to still support vanpools with less ridership. During the most recent few months, however, ridership is gradually returning to pre-pandemic levels. The main reason SolVan ridership was not drastically impacted is because most of the vanpoolers work in essential-type businesses and their type of work requires them to commute regularly to these long-distance worksites. Vanpoolers also felt comfortable riding with the same known commuters, and following many pandemic safety protocols, including mask wearing, leaving seats vacant by lowering or staggering by day the number of riders, allowing for more empty seats for social distancing, regular cleaning regimen, plastic barriers, proper ventilation, not sharing items (such as newspapers), among other best practices.

Target Audiences:

1. Agriculture workers (primarily Spanish-speaking) in the eastern Riverside County for the winter farming/harvest season.
2. Farmers, growers, and contractors that employ or provide agricultural workers to agricultural work sites.
3. Stakeholders, such as elected officials both regionally and locally, agency champions, board members, nonprofit agencies, HR networks, and regional influencers.
4. Adult students travelling to educational institutions in the region.

5. Professional employment centers, such as government, hospitality, education, manufacturing and medical.
6. Employees that commute though or work within eastern Riverside County (Coachella Valley and Blythe). Examples include professional employment centers, government agencies, healthcare facilities, hospitality venues, higher education institutions and industry/manufacturing sectors.

Marketing initiatives to date:

- Communication in the preferred language based on the demographics of eastern Riverside County.
- Hotline phone number (877-4SOLVAN) and website SolVan.org
- Program materials, printed and electronic, including a brochure, employer packets, fact sheets, guidelines, steps, etc.
- Creation and placement of SolVan vehicle decals to identify and promote the program.
- Expanded van vendor selection to provide more competitive van lease pricing, vehicle options, and services.
- Novelty items, such as pens, note pads, bags, commuter mugs, sunscreen, lunch bags, etc.
- Logo wear to be worn by SunLine/SolVan staff when attending employer and community events to further promote and build the brand.
- Vanpool launch event and press release.

Taxi Administration

The SunLine Regulatory Administration (SRA) is charged with licensing and regulating taxicab businesses and drivers in the Coachella Valley.

1.4 Current Fare Structure

In 2002, SunLine raised its base cash fare from 75 cents to \$1. In 2011, a SunLine fare study recommended both eliminating the 25-cent transfer fare and incrementally raising the base cash fare to \$1.50. These recommendations were not implemented. The SunLine Board of Directors has given direction to staff to explore fare-free operations.

This fare structure differentiates fares for specific transit customers and trip types. The multiplier column shows the ratio of the base cash fare to the pass price and is the point where the pass fare per trip matches the per-trip cash payment. The multipliers show how SunLine is targeting specific market

segments with discounts to increase the system’s ridership and revenue. For example, SunLine provides a discounted 31-day youth pass for students using transit.

Cash Fares

In addition to the \$1 fare for adult riders, SunLine enforces a 25-cent fee for transfers. The transfer pass is good for unlimited rides within two hours of purchasing, and is valid only on the day issued. Transfers are issued only upon boarding.

The base cash fare for seniors, which SunLine defines as individuals 60 years of age or older, is 50 cents on all fixed-route services. Individuals that qualify for the ADA also pay a 50-cent base cash fare on all fixed-route services. The fare complies with the Federal Transit Administration’s (FTA’s) Half Fare rule, which requires agencies receiving federal funds to offer fares to persons 65 or over and disabled travelers at a level no more than half the base cash fare. Medicare cards, Department of Motor Vehicles driver’s license or senior ID cards, ADA certification cards, or SunLine Half Fare ID cards are accepted as proof of age or disability.

A discounted youth fare of 85 cents is also available for children between the ages of five and 17. Children four years of age and younger ride free with a paid adult cash fare (maximum of two children). SunLine’s fixed route fare structure is summarized in Figure 1.11.

Figure 1.11 Fare Structure

Fare Type	Price (\$)	Multiplier	Fare Type	Price (\$)
Adult			Other	
Cash	1.00	—	Transfers	0.25
Day pass	3.00	3.0	CV employer pass	24.00
10-ride	10.00	10.0	University pass	24.00
31-day pass	34.00	34.0		
Youth			Commuter Link 10 Cash	
Cash	0.85	—	General cash	6.00
Day pass	2.00	2.4	Senior cash	4.00
10-ride	8.50	10.0		
31-day pass	24.00	28.2		
Seniors/Disabled			Commuter Link 10 Cash	
Cash	0.50	—	General day pass	14.00
Day pass	1.50	3.0	General 30-day pass	150.00
10-ride	5.00	10.0	Senior day pass	10.00
31-day pass	17.00	34.0	Senior 30-day pass	100.00

Fare Passes

SunLine currently issues two types of fare passes: the Day Pass and the 31-day Pass. Daily and monthly passes are available for the 10 Commuter Link service as well, but are priced and sold separately from the general fixed-route passes.

Day Pass

The SunLine Day Pass is available for \$3 and allows for unlimited rides on all fixed routes for the duration of one calendar day. In adherence to the FTA’s Half Fare rule, the Day Pass for seniors and disabled

riders is available for \$1.50. The Day Pass for youth riders is \$2. The Day Pass for the 10 Commuter Link is \$14 for adults and \$10 for seniors.

31-day Pass

SunLine sells a pass valid for a rolling 31-day period from the date of first use. The 31-day Pass is available for \$34 for general adult riders, \$17 for seniors and disabled riders, and \$24 for youths. The monthly pass for the 10 Commuter Link is a 30-day pass available for \$150 (10 Commuter Link operates Monday through Friday only).

Multiple Ride (10-ride)

A 10-ride pass is available for \$10 for general adult riders, \$5 for seniors and disabled riders, and \$8.50 for youths (ages five to 17). There is no discount from the base cash fare for this pass.

Employer Passes

SunLine offers a 31-day Pass to businesses in the Coachella Valley that have five or more employees interested in using transit. The pass can be used for unlimited rides on any of SunLine's fixed route services and is priced at \$24 a month. The pass is \$10 less than the 31-day adult pass and is designed to encourage greater use of alternative modes of transportation.

Haul Pass

In August 2018, SunLine launched its Haul Pass Program to improve student access to Coachella Valley's colleges and university. Both the College of the Desert and the California State University, San Bernardino – Palm Desert Campus are partners. To ride SunLine, students of these schools can simply swipe their active student ID card through the SunBus card reader when they board. The program is currently funded through a three-year grant from the Low Carbon Transit Operations Program (LCTOP).

Token Transit

SunLine riders download the Token Transit application to their smartphone and use it to pay SunLine fares. It requires a credit or debit card to set up an account and purchase bus passes.

1.5 Revenue Fleet

SunLine's fleet includes fixed-route buses, paratransit vehicles, and support vehicles. SRTP Table 1.1 (see SRTP tables) shows the characteristics of SunLine's fixed route and paratransit fleet. Figure 1.12 shows a summary of SunLine's fleet of support vehicles.

Figure 1.12 SunLine Support Vehicle Summary

Number of Vehicles	Manufacturer	Fuel Type
15	Electric Light Vehicles	Electric
12	CNG Light Vehicles	CNG
15	CNG Light Duty Trucks	CNG
2	Hybrid/Gasoline Light Duty Vehicles	Hybrid
Total 44		

1.6 Existing Transit Facilities and Bus Stop Amenities

SunLine operates administrative and bus operations facilities at two locations. Administrative headquarters and main bus operations are located at 32-505 Harry Oliver Trail in Thousand Palms. SunLine also operates a maintenance and fueling facility at 83-255 Highway 111 in Indio. Park-and-ride facilities are located at 78-420 Varner Road in Thousand Palms and at 83-255 Highway 111 in Indio.

SunLine’s bus system has 659 stops with 424 shelters. In addition, there are 60 stand-alone benches and waste containers at 14 major transfer locations. Figure 1.13 and Figure 1.14 shows the top 10 stops served for weekday service and weekend service accordingly.

Figure 1.13 Top 10 Stops Level 3

Stop Name	City	Average Riders Per Day
Indian Canyon/Ramon	Palm Springs	358
B St/Buddy Rogers	Cathedral City	351
5th/Vine	Coachella	284
Palm Canyon/Stevens	Palm Springs	238
Town Center/Han East Side	Palm Springs	179
West/Pierson	Desert Hot Springs	141
Hwy 111/Golf Center Indio Facility	Indio	138
Town Center/Han West Side	Palm Desert	101
Ramon/San Luis Rey North Side	Palm Springs	90
Baristo/Farrell South Side	Palm Springs	75

Source: APC Data March 21, 2020 - March 20, 2021

Figure 1.14 Top 10 Weekend Stops

Stop Name	City	Average Riders Per Day
B St/Buddy Rogers	Cathedral City	348
5th/Vine	Coachella	291
Indian Canyon/Ramon	Palm Springs	221
Palm Canyon/Stevens	Palm Springs	175
Town Center/Han East Side	Palm Desert	165
66th/Mecca Family HC	Desert Hot Springs	133
Town Center/Han West Side	Palm Desert	117
West/Pierson	Desert Hot Springs	112
Ramon/Date Palm	Cathedral City	76
Showcase/Monroe	Indio	68

SOURCE: APC Data Refueled Q1.

1.7 Existing Coordination between Transit Agencies and Private Providers

As the designated Consolidated Transportation Services Agency, SunLine coordinates public transportation services throughout its service area. Staff participates in meetings with social and human service agencies, consumers, and grassroots advocates through forums such as the Riverside County Transportation Commission (RCTC) Citizens and Specialized Transit Advisory Committee (CSTAC), SunLine’s ACCESS Advisory Committee, San Gorgonio Pass Area - Transportation Now Coalition, and neighboring transit operators.

SunLine facilitates the ACCESS Advisory Committee. Staff hosts regular meetings at the Thousand Palms Administrative Office. SunLine applies input from the committee to improve relationships with the community to address public transportation issues in the valley.

Additionally, staff members are actively involved in the regional transportation planning process through participation on RCTC and county committees. These committees include the CSTAC, the Technical Advisory Committee, Aging & Disability Resource Connection (ADRC) of Riverside Long-Term Services and Supports Coalition, Desert Valley Builders Association, and related committees to enhance coordination efforts with SunLine.

Coordination with Other Public Transportation Providers

In addition to providing transit service throughout the Coachella Valley, SunLine offers transit connections to a number of adjacent transit operators. SunLine maintains interagency agreements

between Riverside Transit Agency, Omnitrans, Metrolink and California State University to coordinate the operation of 10 Commuter Link service, which connects Indio/Palm Desert to the California State University, San Bernardino campus and the San Bernardino Transit Center (SBTC)/Metrolink Station with a bus stop in Beaumont.

SunLine also hosts Morongo Basin Transit Authority (MBTA) routes 12 and 15 through a cooperative service agreement at its stops in downtown Palm Springs. The collaboration offers connections to Yucca Valley, Landers, Joshua Tree and Twentynine Palms.

SunLine is collaborating with Palo Verde Valley Transit Agency on its Rides to Wellness demonstration project known as the Blythe Wellness Express service. This service, launched in July 2017, operates three days per week and travels to the Coachella Valley's three hospitals (Desert Regional Medical Center, Eisenhower Medical Center and John F. Kennedy Memorial Hospital) within SunLine's service area.

Amtrak Throughway (operated by Amtrak bus contractors) transports rail passengers traveling between rail hubs at certain Amtrak stations and SunLine's bus stops in Palm Springs, Palm Desert, and La Quinta, under an additional cooperative service agreement. Amtrak's Sunset Limited inter-city train serves the Palm Springs Station on North Indian Canyon Drive. However, with rail service only serving Palm Springs three times a week in each direction, it is impractical for SunLine to offer transit service to the station at this time.

SunLine collaborates with the Imperial Valley Transportation Commission (IVTC) in an effort to find a future connection with Imperial Valley Transit (IVT). IVTC oversees the regional transportation services and programs provided by IVT in the Southern California areas of Brawley, Calexico, Imperial, West Shores and El Centro.

In 2019, FlixBus initiated regional bus service at Palm Springs, Palm Desert, and Indio that connects to Los Angeles in the west and Phoenix, Arizona, in the east. SunLine maintains an interagency operating agreement with FlixBus.

1.8 Review of Previous Studies and Plans

In 2019, SunLine completed its Transit Redesign and Network Analysis Study. Prepared by HDR, this study took a comprehensive look at fixed route transit operations to make recommendations to optimize SunLine's service. SunLine also completed an on-board transit rider survey in 2019. This survey provided insight into rider preferences and needs to help guide the transit redesign.

Other reports reviewed for the preparation of this S RTP include:

- Bus Rider Survey Study (February 2015)
- SunLine Transit Feasibility Study Hydrogen Station Expansion (January 2016)



- SunLine Transit Facilities Master Plan (November 2016)
- SunLine Transit Agency Transit Asset Management (September 2018)
- Network Study Report SunLine Transit Redesign & Network Analysis (February 2019)
- Innovative Clean Transit (ICT) Plan to SunLine Board of Directors (May 2020)

Chapter 2. Existing Service and Route Performance

SunLine developed its Refueled plan through a holistic process that reflected guidance from the Board of Directors, input received from riders, and a data-driven process that used existing transit market information such as stop- and route-level boarding data and origin-destination survey data. Due to the COVID-19 pandemic, SunLine rolled out only the first two pillars of the SunLine Refueled Initiative, the Consolidated Fixed Route Network and SunRide, and postponed the start of the other two pillars: the implementation of 10 Commuter Link and Route 1X. The Refueled FY21-23 SRTP included updated key performance indicators (KPIs) that further support these quantitative, community-based planning methods.

2.1 Description of Key Performance Indicators

As part of its Refueled commitment, SunLine regularly reviews route service performance to adjust service supply to meet demand within its capacities. A quartile-based performance threshold is used to compare and measure the relative performance of individual routes. This tool allows SunLine to identify the top 25 percent and bottom 25 percent performing routes.

Passengers per revenue hour is the recommended KPI for evaluating SunLine's route-level service. It measures service effectiveness or productivity based on ridership (passenger boardings) generated for each revenue hour of service operated. SRTP Table 2 (see SRTP Tables) shows SunLine's system performance.

Service Quality Standards

Service quality standards contribute to the reliability and consistency of service delivery. Riders may first be attracted to transit service based on headway and span. Choice riders may continue to use services because they can reliably get to their destinations on time. Unreliable service often results in decreased ridership. Service quality standards are proposed to be measured using the following operational and passenger experience metrics:

- on-time performance (service reliability)
- percent service delivered (service reliability)
- miles between service interruption (service reliability)
- load standards (service comfort)
- average fleet age (service comfort)
- bus deployment policy

Each suggested metric is discussed in more detail below.

On-time Performance. This KPI measures service reliability as defined by adherence to the published service schedule. “On-time” is when a trip departs a time point within a range of zero minutes early to three minutes late. To achieve targeted on-time performance, service running times must be calibrated regularly based on existing conditions. SunLine has a relatively uncongested operating environment, which helps support a high KPI for on-time performance. The on-time performance target is 85 percent for all services. This target helps show riders that nine out of every 10 trips will arrive at the scheduled time.

Runtime variants also affect service speed and reliability. Runtime is the time allotted in a transit schedule for a route to travel from one time point to another time point, or from beginning to end. Calibrating the runtime for the day of the week and hour of the day (for example, peak vs. non-peak) helps routes and the overall system adhere to or surpass the adopted on-time performance. It is important to review runtime variants regularly because roadway traffic conditions are ever-changing.

Miles between Service Interruptions. This KPI measures service reliability as defined by revenue miles between service interruptions, regardless of cause. SunLine’s standard is 5,000 miles.

Load Standards. This service quality KPI establishes load standards for various vehicle types and is measured for each trip operated. While it may be acceptable for some riders to stand on the bus for short distances or time periods (for example, under two miles and/or 10 minutes) during peak periods, it is generally accepted that seating should be available for all riders during normal off-peak conditions. Figure 2.1 show load standards.

Figure 2.1 Load Standards

Service Period	Maximum Consistent Load Factor
Peak	Average over 133% of seated load = 50 passengers
Off-peak	Average 100% of seated load = 38 passengers

Average Fleet Age. The age of the vehicle fleet affects performance and reliability of transit services as well as system attractiveness to customers. SunLine’s standard for average fleet age is no greater than 10 years. Adhering to the average fleet age standard will help ensure a reliable and comfortable passenger experience.

Bus Deployment Policy. Bus deployment specifies the type of vehicle that should be used to operate individual routes. The type of vehicle deployed on a route depends primarily on ridership demand and trip loads. Using incorrectly sized vehicles on routes can unnecessarily add operating cost to a route or result in overcrowding. Figure 2.2 shows the bus deployment policy.

Routes 1, 2, 3, and 4 should use 40-foot buses given the higher passenger volumes.

Other routes should use either 40- or 32-foot buses based on ridership demand.

SunLine will review the bus deployment policy every two years beginning in 2020, and will make necessary adjustments as the fleet is updated to ensure compliance with Title VI of the Civil Rights Act of 1964 requirements.

SunLine is in full compliance with Title VI, which protects people from discrimination based on race, color, and national origin in programs and activities receiving federal financial assistance. SunLine ensures equitable distribution of its assets in delivery of transit services to the people of Coachella Valley.

Buses are assigned according to successful completion of maintenance functions without regard to route assignment, or vehicle age, except in size considerations as outlined above. Additionally, fuel cell buses are assigned to routes with shorter distances and/or durations that are within the acceptable range capacity of those vehicles.

Adequate numbers of buses are assigned to routes with high demand to avoid instances of overcrowding or standing passenger. All SunLine buses are fully air conditioned and are 100 percent accessible to persons with disabilities.

Figure 2.2 Bus Deployment

Service Type	Vehicle Type
Trunk routes	40-foot buses
Local routes	32- or 40-foot buses depending on ridership demand
On-demand service	15-passenger van or sedan

Warrants Standards

Warrants standards provide a way to determine which areas within the large service area will have both the passenger demand and performance potential to produce cost-effective fixed route transit service. To ensure the agency’s financial sustainability, SunLine will introduce only those new services that operate above the lower-performing route quartile or with productivity that is within 15 percent of the system average.

Planning new services around these guidelines will help ensure successful performance of new routes. Providing a set of guidelines for which areas warrant all-day fixed route service will help SunLine respond to future community requests for new service.

Network Role

New services should be evaluated for their place in the overall transit network. Each new route in the network will have a unique role, whether it is facilitating transfers with existing services, introducing service coverage to a recent development, or providing connections between current routes and major destinations. While successful new routes connect with existing services, they should not duplicate existing service or compete for passengers.

Market Opportunities

There is a strong correlation between service performance, surrounding population, and employment densities—the more people with access to a route, the higher the route’s potential ridership. Population-dense areas tend to coincide with mixed-use neighborhoods, walkable environments, and higher populations of transit-friendly constituencies such as students, seniors, zero-vehicle households, and low-income populations. The minimum population and employment density for the introduction of new all-day fixed route transit service is an average of 10 people/jobs per acre within a half mile of the proposed route.

A minimum threshold is considered supportive of fixed route service and should not be subjected to further analysis. Areas in this category that have unmet needs may be served by alternative options to fixed route service.

Unmet Mobility Needs

SunLine will strongly consider the mobility needs of transit-dependent populations when evaluating where to operate service. In assessing the area’s demand for transit service, it is important to examine the presence of these demographic groups and identify any present unmet needs.

Key Destinations

Key destinations likely to generate higher demand for transit service include major area schools, colleges, universities, hospitals, retail/commercial/entertainment centers with more than 10 people/jobs per acre, open residential communities (not gated), and those with relatively lower income and vehicle ownership levels.

Evaluating New Services

New routes should be monitored to determine whether they are reaching the desired performance standards. The route should first be evaluated after six months to determine whether it meets more than two-thirds of its performance standards. New services not meeting the minimum standards at the end of an 18- to 24-month trial period are subject to corrective action or discontinuation.

In some cases, trial periods for new services may vary based on the requirements of grant funding. For example, if a grant provided three years of funding for a route that did not meet standards, this route may still be operated for the full three-year period.

Productivity vs. Coverage Target

The SunLine Board of Directors' goal is to capture choice riders, new riders and expand transit market share. The Board is committed to first investing in new operating plans that improve productivity, and second in operating plans that improve coverage. This is consistent with the Transportation Development Act of 1971 that established fiscal performance requirements of 20 percent of farebox recovery in urbanized areas and 10 percent in rural areas. To comply with this state mandate, and to improve effectiveness and efficiency, SunLine recommends the following policy for service deployment:

- Seventy percent of fixed-route service should be deployed in areas with higher population and employment densities where transit is able to meet productivity standards
- Thirty percent of fixed-route service should be deployed to maintain coverage in areas where lower population and employment densities limit transit service productivity.

SunLine will not dismantle its existing service to pay for productivity. Rather, funds for new service will be split 70/30 to establish productivity-oriented routes to expand the transit market share and capture new riders. This focus on productivity will also help SunLine meet mandatory farebox recovery requirements. By state mandate, new or significantly modified service is exempt from meeting the required criteria for up to two years plus the year of commencement. The objective is to give these routes time to perform up to the standards.

2.2 Service Performance

Beginning in August 2018, SunLine's Haul Pass program attracted new student riders to the system. Expanding the student travel market helped stabilize declines in transit ridership. At the same time, SunLine was able to reduce expenses and complete FY2020–2021 under budget. These savings put SunLine in a better financial position to weather the operational challenges and budget shortfalls resulting from the COVID-19 pandemic. For example, in the last quarter of the fiscal year, SunLine will see a significant decrease in passenger fare revenue as local fixed route and paratransit bus service are being provided free of charge.

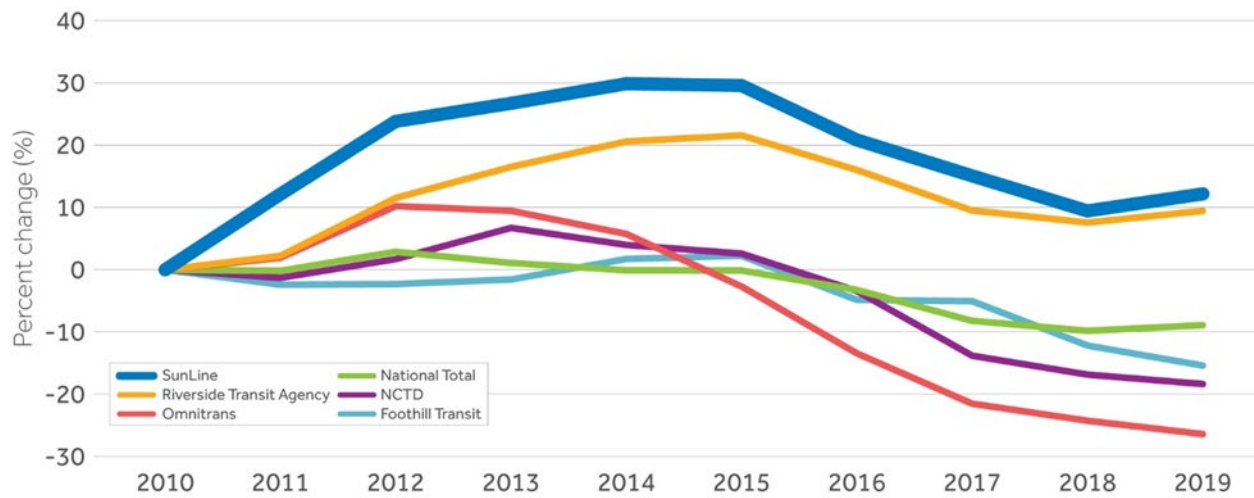
SRTP Table 2.1 (see SRTP Tables) shows the Fiscal Year (FY) 2020–2021 SRTP performance report. It shows FY2018–2019 and FY2019–2020 system performance indicators with FY2020–2021 anticipated performance. It projects a decrease in passengers and an increase in operating costs for FY2020–2021.

SRTP Table 2.2 (see SRTP Tables) shows the SRTP system service summary broken out by fixed route and dial-a-ride service types. *SRTP Table 2.3 (see SRTP Tables)* shows route-level performance indicators.

Before the COVID-19 pandemic, SunLine had been enjoying an increase in transit use. Figure 2.3 shows total SunLine fixed route ridership relative to 2010 and its peers. Figure 2.4 shows that ridership decreased in FY2019–2020 over the previous fiscal year. SunLine attributes this decrease to the COVID-19 pandemic. Figure 2.5 shows SunLine’s fixed route ridership trend.

Figure 2.3 Percent Change in Fixed Route Ridership Relative to 2010 and Peers

(to be updated with 2020 data in the final SRTP, 2020 National Transit Database (NTD) data is not yet



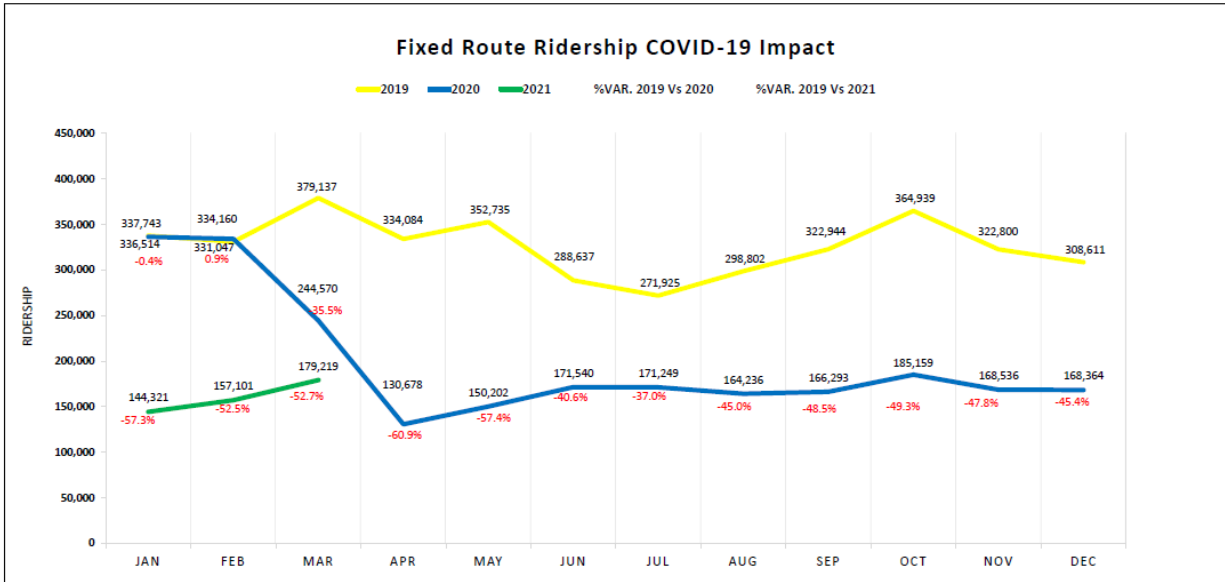
Source: National Transit Database Motor Bus and Commuter Bus Annual Unlinked Trips

available)

Figure 2.4 SunBus Ridership Change

Service Type	FY 2018/2019	FY 2019/2020	Percent Change
SunBus (Fixed Route)	4,039,450	3,379,520	-16.3%

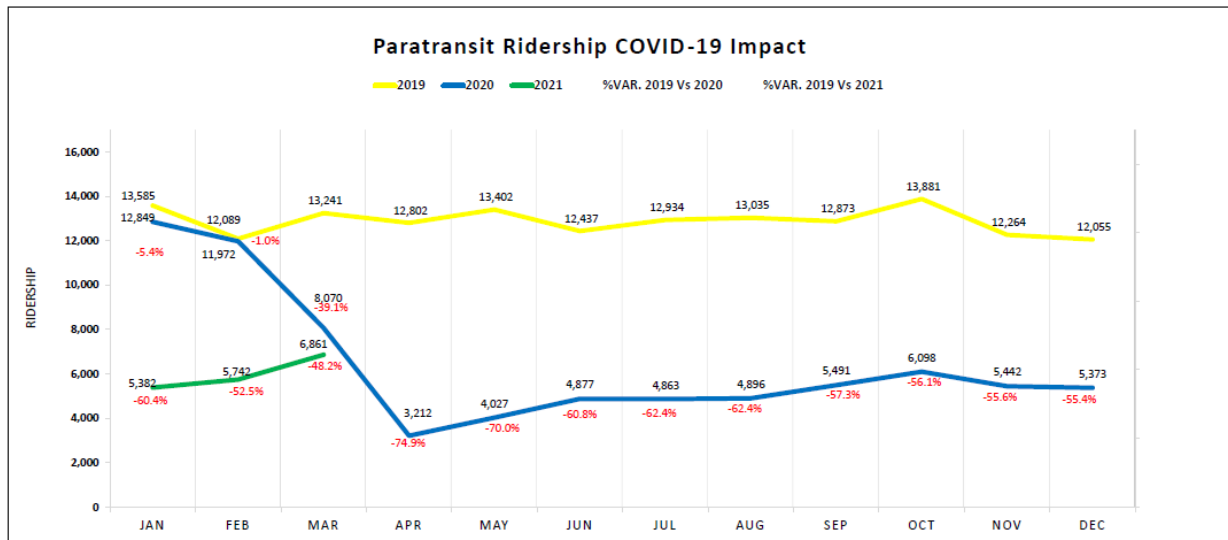
Figure 2.5 SunBus - Fixed Route Ridership Comparison



Since March 21, 2020, SunLine has been operating at a reduced level of service (Level-3) in response to the potential spread of the disease.
 January 2021 fixed route ridership was calculated from January 3, 2021, to maintain data integrity of the new Refueled system.
 April 2020 was the first complete month of operation of the (Level-3) Service.
 Routes 20, 21, 54, BUZZ Trolley and the Commuter Link 220 are not part of the calculations starting April 2019 to produce a more accurate comparison.
 Variances are in red close to their corresponding ridership number. 2020 and 2021 are referring to the baseline of 2019.
 Ridership:
 FY 2019 Actual = 4,039,450
 FY 2020 Actual = 3,379,520
 FY 2021 SRTP Predicted = 3,761,953

Figure 2.6 shows a decrease in annual paratransit ridership between fiscal years due to the COVID-19 pandemic.

Figure 2.6 SunDial Paratransit Ridership Comparison



The COVID-19 pandemic caused a major national and global disruption with closures of businesses, schools and entertainment venues due to the implementation of national and statewide public health policies. Since March 25, 2020, SunDial has been operating one on one off service in response to the potential spread of the disease. Variances are in red close to their corresponding ridership number. 2020 and 2021 are referring to the baseline of 2019.

Taxi Voucher Program

In addition to SunDial, SunLine offers a Taxi Voucher Program providing half-price taxi trips for seniors (60+ years) and the disabled through the use of an electronic payment card. This card is easily obtained by eligible patrons by submitting an application to SunLine. Once the application is reviewed and accepted, the patron is then mailed an activated payment card. When the patron receives their card they are able to call in and add a balance of up to \$50 per month. SunLine provides matching funds in equal amount up to the \$50. The total balance added for each month can be a maximum of \$100. Remaining funds from previous months are carried over until utilized. To use the balance, the patrons simply order a cab and pay their fare with the Taxi Voucher payment card.

This program is serviced by two taxi businesses permitted to operate in the Coachella Valley and provides some relief to the demands on the paratransit services. Both the riders and the taxi providers appreciate how this service keeps them competitive with other rideshare services in the area.

Taxi Administration

The SRA is charged with licensing and regulating taxicab businesses and drivers in the Coachella Valley. Figure 2.7 presents the current operating taxi businesses in the Coachella Valley along with the number of vehicles operated by each company.

Figure 2.7 Taxi Businesses

Businesses	Vehicles
Coachella Valley Taxi	19
Desert City Cab	18
Yellow Cab of the Desert	27

SolVan – Vanpool

A vanpool is a group of people who are commuting to the same workplace or post-secondary education facility (college, trade school, etc.) regularly from the same community, riding together in a van or SUV provided by a vendor to share expenses. Vanpools typically carry from five to 15 passengers and operate long distances, traveling between pick-up locations and a place of work/school.

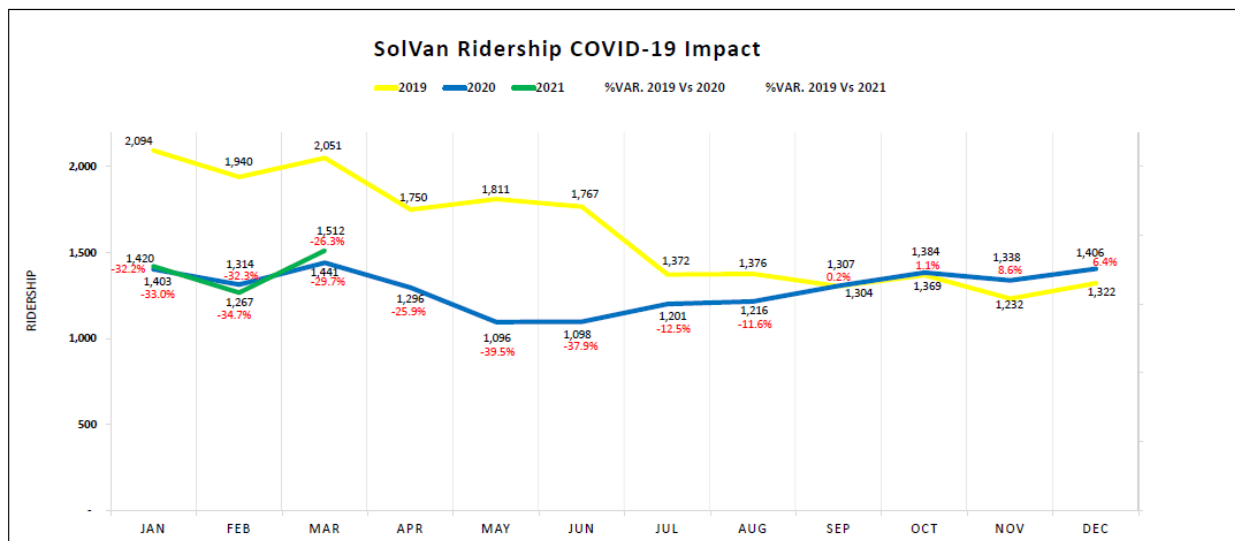
Vanpools provide small-scale commuter ridership in scenarios where operator costs would otherwise be prohibitively high. Operating costs are very low, because the passengers drive themselves. Ridership per platform hour is healthy. Vanpools are very demand-responsive; once ridership falls below a threshold, the service goes away and new routes can be added with a minimum of overhead. They can access office parking areas and other locations that scheduled SunLine service cannot reach, making for more convenient passenger drop-offs.

Vanpool programs can be administered in a variety of ways, allowing the employer to be fully involved or simply promote the service. Employers can help employees form vanpools through rideshare matching. Rideshare matching helps potential vanpoolers locate others nearby with similar schedules. With technology advancements, on-demand vanpooling may help reduce coordination costs and increase ridership. Traditional vanpool programs often have average ridership per trip at above the minimum membership required for the vanpool.

As the region develops unevenly, vanpools will be an increasingly effective means to serve trips from low-density places to employment and education centers. With vanpool programs, SunLine may be able to pull back bus service from low-volume coverage routes, and focus on more frequent trunk routes and core services.

SunLine’s Vanpool Program, SolVan, provides a subsidy for qualified vans that agree to report about daily riders, miles, hours, and expenses. A SolVan reporting system has been created to track each rider on each vanpool. The driver of the vanpool must be a participant in the vanpool program. Vanpool passengers will be responsible for paying the van monthly lease cost minus the subsidy. Lease includes insurance and maintenance. They will also share the cost of gas, toll fees, and parking fees (if applicable). Vehicles for this type of service will be leased by one of the pre-qualified vendors to one of the commuters in the group, a company, or a third-party representative. Figure 2.8 shows the ridership trend of SolVan.

Figure 2.8 SolVan Ridership Trend



Ridership (or boardings) is the number of rides taken by passengers.
 SolVan ridership is down 0.68% year to date.
 Ridership:
 FY 2019 Actual = 23,025
 FY 2020 Actual = 15,623
 FY 2021 SRTP Predicted = 13,176

2.3 Productivity Improvement Efforts Underway

SunLine is constantly evaluating its routes to improve productivity. This includes key performance indicators such as farebox recovery and passengers per hour or trip. SunLine also continually evaluates its bus schedules and blocking to reduce deadhead miles and optimize layovers between trips.

For example, the new 10 Commuter Link is aimed at improving regional service between the Coachella Valley and the Inland Empire. For students, 10 Commuter Link will provide a direct connection between the California State University, San Bernardino – Palm Desert Campus and the main campus in San Bernardino. It will also provide a connection to the San Bernardino Downtown Metrolink Station.

The Route 1X weekday express service is intended to improve productivity on SunLine’s highest ridership route. Stopping at five locations in the Highway 111 corridor, Route 1X will provide a 60-minute trip between Indio and Palm Springs.

SunLine is conducting a microtransit pilot project to connect riders to main route service by bridging the first mile, last mile gap. This flexible, on-demand rideshare service is designed to connect riders to the fixed route system by providing point-to-point rides along identified fixed route corridors. The pilot project, which started in January 2020, is evaluating the feasibility of using local taxis to expand SunLine’s service area and reach non-traditional markets.

Haul Pass

The College of the Desert and the California State University, San Bernardino – Palm Desert Campus are important transit markets. Started in August 2018 with a grant from the LCTOP, the SunLine Haul Pass program gives students at these schools access to SunLine buses with their student ID. The LCTOP grant is funding an expansion of the program to students that are enrolled in a Coachella Valley high school. The program will begin at the commencement of the 2021 school year and will be available for one year, with the goal of the program being self-sustaining. All students that apply will be eligible to ride for free, to and from school, to attend after school activities, work or leisure.

Mobile Ticketing

The 2019 Transit Rider Survey showed that more than 80 percent of SunLine riders have access to a smartphone or tablet with an Internet connection. Access to a connected device is an important factor in the implementation of the Token Transit mobile ticketing pilot. The pilot program will allow riders to use a new method of acquiring passes, and will give SunLine valuable information that will be used for a permanent mobile ticketing solution.

2.4 Major Trip Generators

The 2019 SunLine Transit Agency Rider Survey identified the main transit trip generators in the Coachella Valley. The top destinations for home-based work trips are Palm Springs, Palm Desert, and La Quinta. The College of the Desert and Palm Springs High School are top destinations for home-based other trips that include shopping, recreation, and education. Figure 2.9 and Figure 2.10 show the traffic analysis zones with the top home-based work and home-based other trip attractions.

Figure 2.9 Home-based Work Trip Attractions

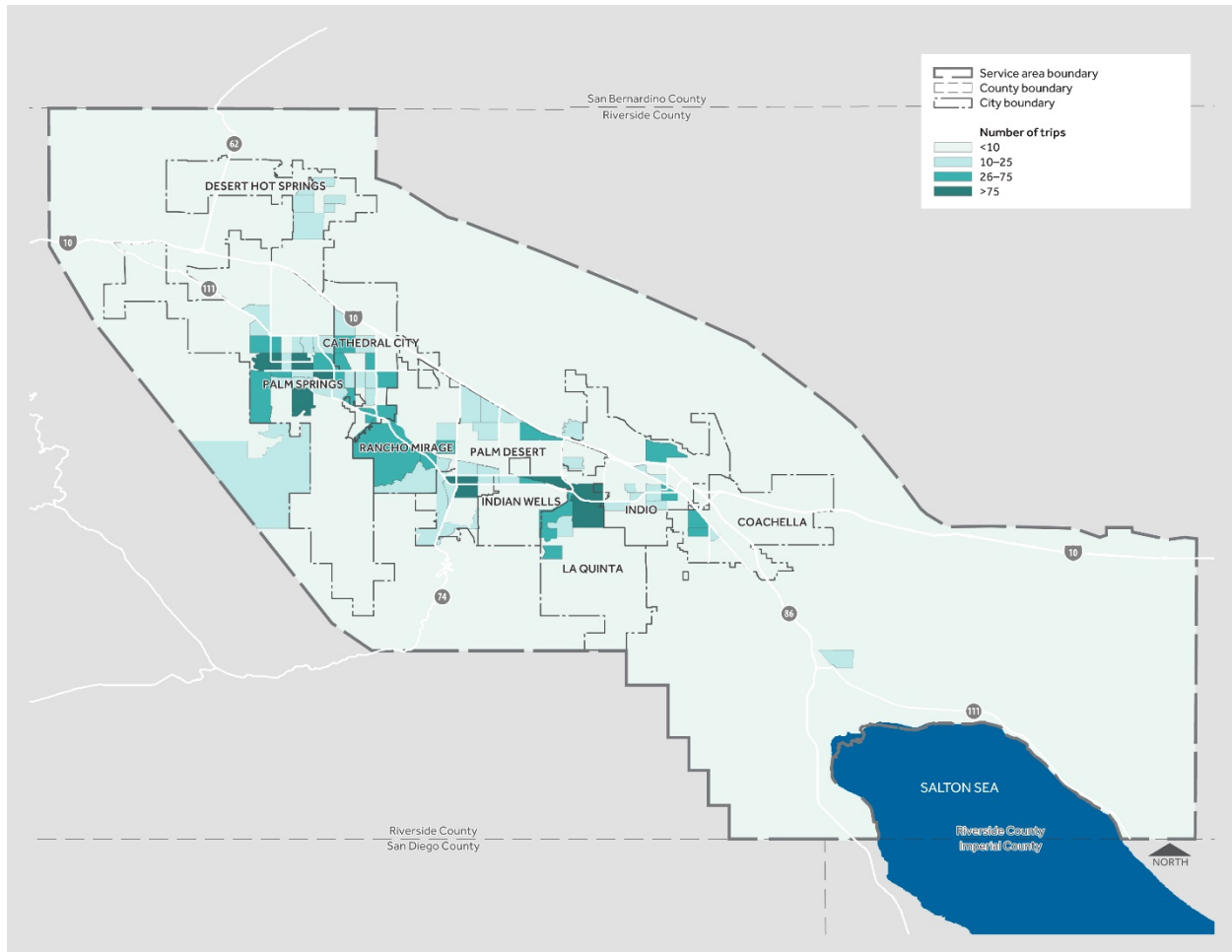
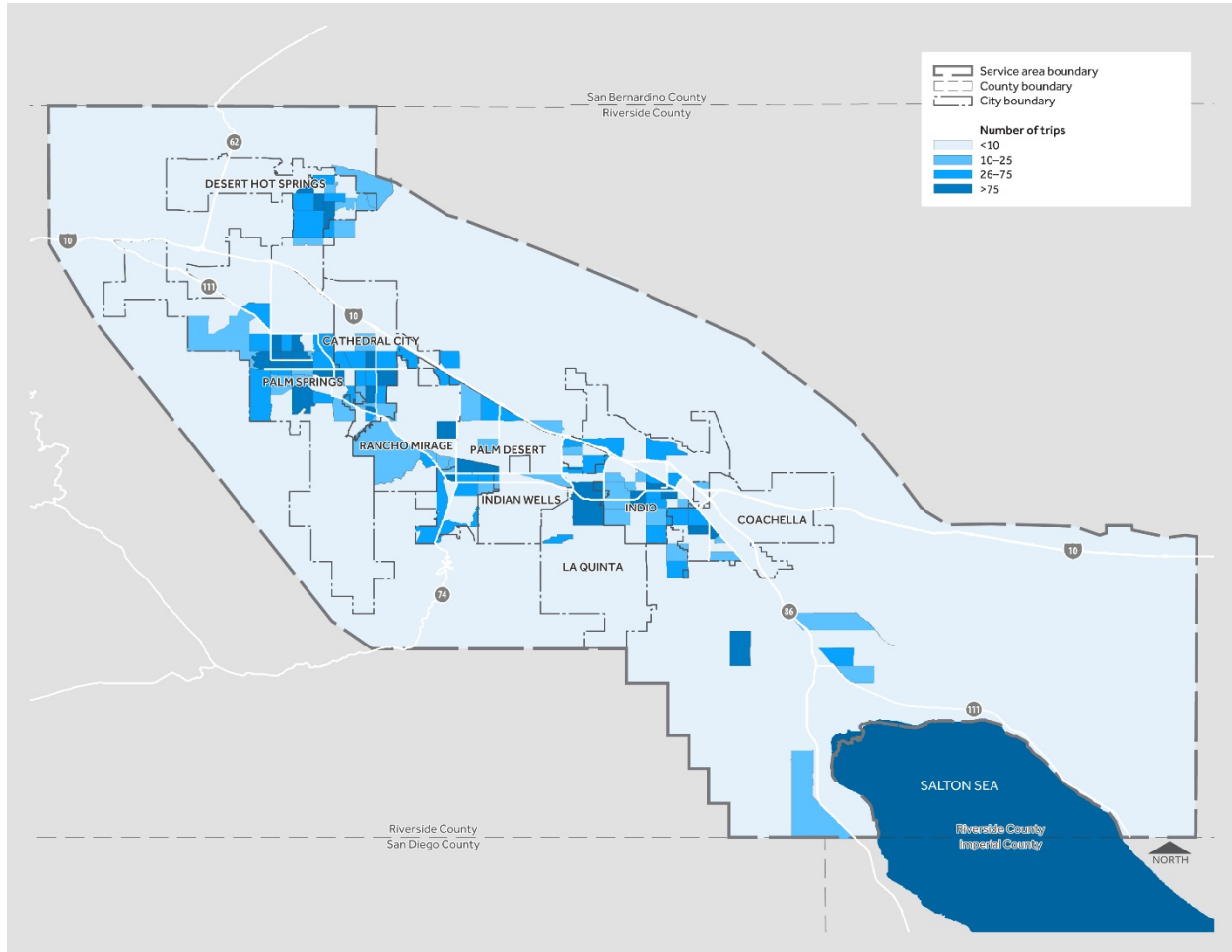


Figure 2.10 Home-based Other Trip Attractions



Chapter 3. Refueled Implementation and Marketing

With the aggressive implementation of the SRTP’s recommendations, SunLine is poised to meet the mobility needs of the residents of Coachella Valley and support regional and national economic recovery efforts. L on

23-term population projections show growth in Desert Hot Springs, Coachella, and Indio that will increase demand for transit. In the near term, however, SunLine’s focus is on rebuilding ridership lost during the COVID-19 pandemic. Below are service changes planned in FY2022–2024:

- School trippers began on March 29, 2021 for students returning to in-class learning at local schools.
- Fare collection and front-door boarding resume May 2, 2021
- 10 Commuter Link service between Indio and San Bernardino is expected to begin July 12, 2021 coinciding with the start of California State University San Bernardino (CSUSB) on-campus classes on August 23, 2021
- Route 1X is expected to launch September 7, 2021 testing the effectiveness and desirability of limited-stop service between Indio and Palm Springs.
- An attitude and awareness survey/study will be conducted in the fall to measure the effectiveness of the SunLine Refueled Initiative and fine-tune the transit network and strategies – a transit network designed by the residents.
- Bus stop signs and schedule holders will be updated to enhance customer service, optimize the utilization trip planning technologies, modernize our image on the streets and improve communications.

As an agency of firsts, SunLine Transit Agency has remained committed to building a truly intermodal, clean, and sustainable transportation network in partnership with local jurisdictions, regional and federal governments, and the private sector to develop, finance and implement strategies to attract choice riders, expand SunLine’s market share and increase ridership. SunLine has the following strategic action items as long-term initiatives:

- Capitalize on the CVLink multimodal corridor, which has the potential to connect neighborhoods to transit, activity centers, and address some of the first- and last-mile mobility needs of the Coachella Valley.

- Continue with SunLine’s ongoing improvement, communications, and education programs to enhance collaborative planning efforts that protect the integrity of the transit network and benefits of transit, i.e., improve the experience of the entire journey.
- Develop strategies and funding to implement frequency improvements and a Commuter Link service to connect western and central Coachella Valley to CSUSB, San Bernardino Transit Center (SBTC)/Metrolink Station and Amtrak Station as summarized below to capture choice riders by developing successful new funding streams and grants. Figure 3.1 summarizes these service expansion strategies and the status these initiatives.

Figure 3.1 Service Expansion Strategies and Status

Route #	Description	Annual Hours	Annual Miles	Expansion Buses (Excluding Spares)	Operating Cost	Capital Cost
1*	Coachella - Via Hwy 111 - Palm Springs. Increase weekday peak frequency from 20 minutes to every 15 minutes. Capital costs funded through an AHSC grant. Implementation date is tied to the completions of Coachella Valley Mobility Hub	6,120	91,910	4	\$ 704,840	\$ 2,600,000
1X**	Limited Stop Express Service between Indio -Palm Springs. Weekday peak limited stop service slated to start September 7, 2021	7,130	139,130	3	\$ 821,162	\$ 1,950,000
2	Desert Hot Springs - Palm Springs - Cathedral City. Increase weekday frequency from 20 minutes to every 15 minutes. Project not funded, implementation date to be determined.	13,300	175,570	4	\$ 1,531,761	\$ 2,600,000
3	Desert Edge - Desert Hot Springs. Increase weekday peak frequency from 60 minutes to every 30 minutes. Project not funded, implementation date to be determined.	1,922	34,276	1	\$ 221,357	\$ 650,000
4	Westfield Palm Desert - Palm Springs. Increase weekday peak frequency from 40 minutes to every 30 minutes. Project not funded, implementation date to be determined.	3,050	43,000	2	\$ 351,269	\$ 1,300,000
5	Desert Hot Springs - CSUSB Palm Desert - Westfield Palm Desert. Increase weekday peak frequency from 60 minutes to every 40 minutes. Project not funded, implementation date to be determined.	1,810	36,590	1	\$ 208,458	\$ 650,000
6	Coachella - Via Fred Waring - Westfield Palm Desert. Increase weekday frequency from 45 minutes to every 30 minutes. Project not funded, implementation date to be determined.	2,450	36,200	1	\$ 282,167	\$ 650,000
7	Bermuda Dunes - Indian Wells - La Quinta. Increase weekday frequency from 45 minutes to every 30 minutes. Project not funded, implementation date to be determined.	1,363	24,581	1	\$ 156,977	\$ 650,000
8	North Indio - Coachella -Thermal/Mecca. Increase weekday frequency from 40 minutes to every 30 minutes. Project not funded, implementation date to be determined.	2,050	34,210	1	\$ 236,099	\$ 650,000
9***	North Shore - Mecca - Oasis. Frequency was improved to every 60 min in Jan 21 from every 180 minutes.	1,922	34,276	1	\$ 221,357	\$ 650,000
10	Implement Commuter Link service between West Coachella Valley - CSUSB, San Bernardino Transit Center (SBTC)/Metrolink and Amtrak Station. Add 4 new roundtrips. Project not funded, implementation date to be determined. Staff is researching public/public or public private opportunities to fund and implement this service.	5,916	191,557	2	\$ 681,346	\$ 1,900,000
Total:				21	\$ 5,416,791	\$ 14,250,000

* Capital costs funded. Operating funds needs to be programmed

** Funded and start up slated for Monday, September 6, 2021

*** When demand warrants, increase frequency to every 40 minutes from current 60 minutes

3.1 Planned Service Changes FY2021–2023

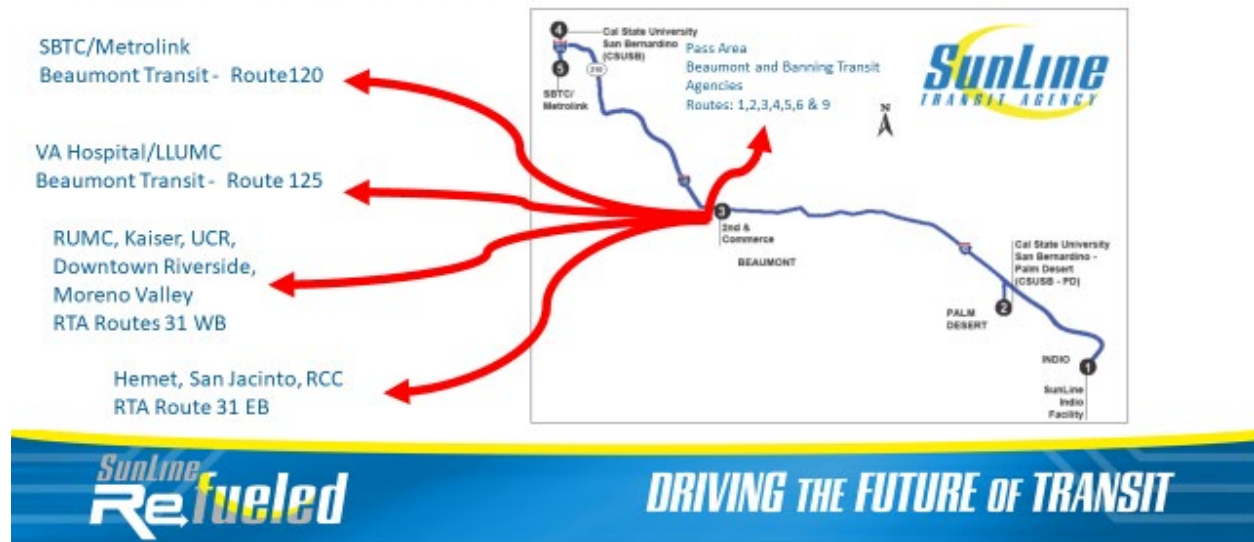
Route 10 Commuter Link

The route previously approved and proposed to launch in May 2020 was moved to July 2021 due to the COVID-19 pandemic. As shown in Figure 3.2, Route 10 Commuter Link service is designed to connect residents of Coachella Valley to San Bernardino Transit Center (SBTC)/Metrolink Station, a destination that provides access to more than twice the number of trains that serve the Riverside-Downtown Metrolink Station. The Route 10 also connects California State University San Bernardino’s Palm Desert Campus (CSUSB-PDC) with its main campus in San Bernardino through a financial partnership with California State University. Through SunLine’s Haul Pass Program, students, staff, and faculty at CSUSB-PDC and students at College of the Desert are able to ride all SunLine fixed route services at no cost with a valid ID. The service is expected to operate two round trips in the morning and two in the evening with total daily ridership hovering around 170 passengers. That equates to more than three million vehicle miles travelled (VMT) if these passengers drove alone, congesting our roads and polluting our air.

Similarly, there is a need to connect residents of Coachella Valley to the San Geronio Pass area where they can connect with Riverside Transit Agency (RTA), Beaumont Transit and Banning Transit as shown in the figure below. At the Route 10’s Beaumont Walmart stop, passengers will be able to transfer to buses serving Cabazon, University of California at Riverside, Riverside University Health Center, Kaiser Hospital, VA Hospital, Loma Linda Medical Center, as well as a spectrum of other destinations served by RTA, Beaumont Transit and Banning Transit.

Figure 3.2 10 Commuter Link Service Map

Route 10 Commuter Link Service between Indio/CSUSB-PD to San Bernardino (July 12)



The Walmart stop in Beaumont is not a timed transfer point because of unpredictable freeway travel time. However, with the use of real-time passenger information technology, passengers traveling to any of those previously mentioned destinations can connect with SunLine, RTA, Beaumont Transit and Banning Transit buses. Passengers can also use transportation network companies (TNC), a taxi service, bicycle, or some other mode of transportation to access those destinations.

The need for convenient and affordable transit in the Coachella Valley cannot be underestimated. The communities on the eastern portion of Coachella Valley are disadvantaged communities. Oasis has a population of approximately 5,758 people, according to CensusReporter.org. In 2013 over 98 percent were Latino and the area's median household income was \$23,291, significantly lower than the state's average of \$61,498 (Census Bureau, 2014). Roughly 51 percent of children below the age of 18 live below the poverty level. The CalEnviroScreen 2.0 score for Oasis is in the range of 81-85 percent. Particularly onerous are factors like poverty (96th percentile), linguistic isolation (97th percentile), unemployment (95th percentile), low-education achievement (96th percentile), and exposure to pesticides (95 percent) and impaired water (92 percent).

Thermal's population is approximately 3,650 people, according to CensusReporter.org. In 2013 over 98 percent were Latino and the area's median household income was \$27,524 and 40 percent of children

under 18 live below the poverty level. The CalEnviro Screen 2.0 score for Thermal is in the range of 76 to 80 percent. Thermal's poverty (96th percentile), linguistic isolation (92nd percentile), unemployment (98th percentile), low-education achievement (96th percentile) and exposure to pesticides (96 percent) remain areas of significant concern.

We anticipate most of the residents making this 90-plus mile trip each way, a two-hour journey aboard Route 10 will come from remote locations in Coachella Valley. It is also likely that they will have already made one or more transfers to get to the Route 10's Indio stop to access important medical services and educational and employment opportunities served by the route. These are the mobility needs of the residents of Coachella Valley that are currently not addressed or met by Redlands Rail, RTA, Beaumont Transit, Banning Transit or Metrolink.

Route 10 originated when RTA eliminated their financial contribution to operate Route 220 service between Riverside and Coachella Valley. The decision to eliminate funding was linked to a Comprehensive Operational Analysis (COA) that RTA conducted with extensive public outreach and coordination efforts with the public and RCTC. SunLine is not second-guessing RTA and RCTC's basis for eliminating funding for this regional connector. At the time, SunLine notified RTA and RCTC that we will be discontinuing Route 220 in the absence of operating subsidies. The recommendations of SunLine's COA and the financial partnership with CSUSB enabled us to roll out Route 10 as noted in SunLine's SRTP, which was reviewed and approved by RCTC.

Subsequently, SunLine held public hearings in November 2019 and met with the staff of RCTC to provide an update. Staff also notified Omnitrans, RTA, Beaumont, Banning and Metrolink and extended the same opportunity to meet the City of Beaumont staff.

Route 1X

Faster and more frequent service are top priorities for SunLine customers. Partially funded by a Congestion Mitigation and Air Quality (CMAQ) grant, Route 1X would reduce travel time between Indio and Palm Springs by 24 minutes. Travel time would be reduced by skipping stops and using a more direct route on Fred Waring Drive. Route 1X will use the existing SunLine fleet branded for the express service. The route will have specially branded bus stops that may also include enhanced shelters and upgraded amenities.

Modifications to Paratransit Service

The provision of ADA services remains a challenge because it is costly. Efforts to mitigate the increasing expenses in demand-responsive service include revisions to the paratransit eligibility/certification process and continuing to monitor late cancellations and no-shows, which improves the availability of appointment time slots and makes SunDial service more efficient for customers. SunDial staff periodically measure (monthly) the system-wide average rate for that month to determine whether a

particular customer has excessive late cancellations or no-shows. The Agency then considers the customer's overall frequency of use and evaluates whether there is "a pattern of abuse" relative to how often that customer travels with SunDial.

SunDial will continue to move forward with the paratransit eligibility/certification process and implement in-person interviews to ensure paratransit riders qualify for the service. SunLine also plans to implement new technology in the near future to facilitate on-line scheduling and cancellation of paratransit reservations. The new technology will provide a reminder call the day before to encourage cancelling when plans change and will also provide customers with notification five minutes prior to passenger pickup.

Goals of SolVan

1. Gain new vanpool riders whose route travels through or ends in eastern Riverside County.
2. Continue educating employers and employees in Eastern Riverside County about benefits of promoting alternative modes of transportation and of the SolVan program and how the program works.
3. Continue to support SunLine as a leader in alternative transportation options recognizing the agency for bringing a new commute option to eastern Riverside County.
4. Continue to support current vanpool participants to ensure their satisfaction with the program to promote long-term program participation.
5. Work alongside the regional rideshare program, Inland Empire (IE) Commuter, to mine employee data of carpoolers and interested carpoolers and drivers commuting long distances with regular work shifts for potential vanpool groups, add incentives and outreach efforts, and to leverage large and small employers to create a green thinking workspace as an employee benefit.

SolVan Marketing Plan

- **Employer partnerships and network meetings:** Employee Transportation Coordinator (ETC) network meetings hosted at SunLine quarterly.
- **Press releases:** Identify stories of commuters and topical activities.
- **Testimonials/stories:** Personal interest stories could be useful pieces to include in press releases or newsletters.
- **Websites:** Keeping both SunLine and SolVan websites updated with van vendor changes, vehicle options, pricing, guideline changes, list of active vanpools, etc.

- **Events:** Staff attends employer and community events when requested to promote TDM (Transportation Demand Management) and vanpool services.
- **Social media:** All SunLine/SolVan posts are re-posted/shared by IE Commuter on social media platforms as they occur (Facebook, Instagram, Twitter). Special “boost” messages for social media outreach through SunLine sites.
- **Customer service scripts & quick facts:** Updates provided to SunLine Customer Service staff with vanpool details.
- **SunLine staff outreach:** Reestablishing a rideshare program internally for SunLine employees in coordination with IE Commuter.
- **Specialized marketing outreach:** Marketing team to identify and determine new campaign opportunities for combined SunLine, SunCommute, SolVan efforts.
- **Agricultural outreach:** Continue coordination with CalVans and local community groups in eastern Coachella Valley and attend and support local events as requested.
- **CalVans Marketing/Outreach:** CalVans conducts ongoing outreach with local farms, independent of SolVan and provides employer vouchers as many farms fully pay full vanpool cost to attract farm workers (No SolVan subsidy provided in this scenario).
- **Graphic campaigns:** Printed graphics were created in English and Spanish and posted on area bus shelters, as well as signage onboard buses.
- **Media campaigns:** Radio commercials were created in English and Spanish and ran on local radio stations the first year. For following years, television commercials were created in English and Spanish focused on both agricultural and traditional worksites and aired on local television stations. Television has visual advantage of better explaining what a vanpool is by showing how it operates.
- **Printing updated marketing materials.**
- **Creating new SolVan novelty items,** supplemented by IE Commuter novelty items.
- **Utilizing IE Commuter employee survey commute data** for larger employers in territory to identify and target employees in specific communities.

3.2 SunLine’s Overall Marketing Plans, Studies, and Promotions

In order to support the initiatives outlined in the SRTP, the Marketing Department has plans to implement strategies that will help increase ridership by educating target audiences about the many new services and programs launched as part of SunLine Refueled Initiative as well as other Agency news and announcements.



Success depends on strategic, integrated marketing and communications campaigns that are coordinated with other departments within the Agency. An example of this is unifying “clean and green” messaging with communications’ efforts to promote the SunLine Refueled pillars – with each department delivering on their role to ensure the “brand promise.”

While SunLine’s ridership is dependent on the recovery of public transit following the challenges of COVID-19, proactive marketing plans will continue to propel the communications and marketing efforts that have been ramped up since the pre- and post-launch of the SunLine Refueled Initiative.

Marketing plans will:

1. Help regain and build ridership among current, recent and lapsed riders
2. Identify and drive ridership among new riders along new consolidated routes
3. Build trust among stakeholders and the community to drive advocacy
4. Communicate progress made in SunLine’s clean fuels fleet initiatives
5. Engage employees to achieve organizational objectives throughout SunLine Refueled, recovery and beyond

Target Audiences

In order for marketing efforts to resonate, analysis of target markets must be done, studying both who they are and what motivates them. Then, marketing materials must be customized to reach those target audiences. See Figure 3.3 for target audience analysis.

Figure 3.3 Target Audience Analysis

	Key Messages What motivates them?
Current riders	<ul style="list-style-type: none"> • Cleanliness • Social distancing • Safety • On-time performance • Price <p>For some: environment</p>
Lapsed riders due to COVID-19	<ul style="list-style-type: none"> • Cleanliness • Social distancing • Safety • Better use of time • On-time performance • Price • Haul Pass <p>For some: environment</p>
Potential new riders	<ul style="list-style-type: none"> • Better use of time • Cleanliness • Social distancing • Safety • On-time performance • Price • Travel to the region <p>For some: environment</p>
Community at large	<ul style="list-style-type: none"> • Economic prosperity • Reduction of congestion • Reduction of emissions • Transparency • Good stewards
Employees	<ul style="list-style-type: none"> • Feeling valued and listened to • Having the opportunity to contribute to the success of the Agency • Compensation and benefits

	Key Messages What motivates them?
	<ul style="list-style-type: none"> • Cleanliness in office/ bus • Transparency

Marketing Strategies

There are a number of strategies for communicating with SunLine’s various target audiences, and messaging will be tailored to connect with each of them based on their motivations as identified in the target audience analysis.

Social Media and Website

After building a robust social media program in recent years, SunLine has increased regular communication directly to its target audiences (fans/followers of the Agency’s social media platforms). Posts have been entertaining and informative – both key components of keeping followers engaged.

Transit Tuesdays offer a weekly online event that discusses pre-selected topics each week so followers can tune in at the same time/day each week knowing there will be informative content for them. Other posts tie in history, comedy, safety and recognition. This variety in messaging keeps the platform interesting and worth following.

Advertising

Strategically utilizing SunLine’s budget, an advertising plan that maximizes available advertising funds and incorporates innovative advertising strategies will be developed and implemented. It will utilize platforms such as digital, print, radio and TV media. The goal is also to promote all key messaging on internal advertising mediums, such as bus shelters and interior bus advertising.

Rider/Community Input

A strong marketing program incorporates a strategy for listening to constituents. SunLine will create and facilitate a new survey to gather input regarding SunLine Refueled Initiatives and how they are being received in the community. This provides the opportunity to learn about any issues that may need to be addressed. Data gathered can be used to make any necessary adjustments to the SunLine Refueled pillars.

Public Relations

SunLine’s PR representatives will draft press releases to promote Agency initiatives. They will also pitch stories to the media to publicize key newsworthy items, coordinate media interviews and follow-up on media requests in a timely fashion.

Customer Service Center/Website

SunLine’s Customer Service Center expanded this past year to include LiveChat on the web for those who need immediate assistance navigating the new Consolidated Fixed Route network. The website has also been instrumental as a central resource for all communications and announcements disseminated by SunLine. In addition, the customer service center offers phonenumber support by customer service representatives Monday through Friday. Agents are able to use resources such as Google Transit Trip Planner and MyStop Bus Tracker to quickly and accurately answer customer inquiries. Bilingual (English/Spanish) customer service agents are available to assist with questions in both English and Spanish.

Video Production

The creation of videos as marketing tools will increase this year, according to shifts in social media audience preferences. By developing an expanded library of video assets, SunLine will be able to initiate increased engagement with its target markets, and those individuals will better retain the information being shared through unique videos.

Rider’s Guide

A revamped Rider’s Guide has become an essential communications tool for SunLine. A more updated format, which features relevant information for riders, includes directions, maps, time point bus stop locations, schedules, fares, transfer instructions and how to receive assistance with SunLine’s programs and services. Transit system information, which aligns with the updated Rider’s Guide, can also be found at transit centers, on buses and at bus stops. SunLine’s transit information is provided in both English and Spanish. A mini guide about SunLine Refueled programs and services will be also printed and distributed.

Clean Fuels Fleet Communications

The Agency’s reputation as a pioneer in clear air and alternative fuel technology must continue to remain top-of-mind by promoting news regarding SunLine’s advancement in its Zero-Emissions Bus Rollout Plan. With the construction of the hydrogen electrolyzer, SunLine has been able to plan early to allow for other agencies to have a model for small- to mid-size systems to follow.

Internal Communications

Keeping employees up-to-date on company initiatives and marketing efforts inspires higher morale and invites them to be involved in the bigger picture. To this end, SunLine has an internal newsletter featuring key stories and facts about the Agency's latest initiatives, such as SunLine Refueled. Virtual activities that are inclusive to all SunLine employees have also gone live. These efforts aid in improving communication with the employee target audience segment, providing a platform for disseminating COVID-19 updates and making SunLine Transit Agency an even better place to work.

Building an Effective Marketing Plan

All the tools mentioned above will be implemented to market SunLine as a leader in transportation, innovations and alternative fuel technology. As stated, targeted messaging and the utilization of effective platforms and strategies will be pivotal to increasing ridership, rebuilding trust, communicating progress and engaging employees. Despite the hardships and heartaches, COVID-19 challenged the Agency to reach new limits and taught us resilience and the importance of embracing new technology. While the road ahead of transportation looks different now, SunLine is driving the future of transit.

Community Outreach

SunLine works with local organizations, businesses, government agencies, and nonprofit organizations to promote SunLine programs and services. Community outreach involves grassroots organizations to identify unmet transit needs and build community-based marketing partnerships. Historically, SunLine invests in these relationships by participating in community events such as mobility workshops, food drives, fundraisers, parades, and special event activities. During this COVID-19 pandemic, SunLine has developed a new plan to connect with members of the community via virtual outreach efforts to capture different audiences. Such efforts provide SunLine the opportunity to promote transportation services and programs to existing riders and attract potential future riders. Outreach for SunLine Refueled Initiative will be especially important to educate community stakeholders on the enhancements to their transit experience.

Public Presentations

Target audiences include seniors, students, social services, businesses, and community leaders. The main goal is public education related to the economic and environmental benefits of using public transportation. During presentations, SunLine highlights the key role that we hold as a public transit provider and leader in alternative fuel technology. SunLine's use of hydrogen electric fuel cell and battery electric fuel cell buses have made impacts to the environment on a global scale. Presentations emphasize why this is important and how it affects residents of the Coachella Valley. These

presentations typically occur at senior centers, colleges, and school orientation programs. In response to COVID-19, many presentations will be virtual, in partnership with host organizations.

Travel Training

Transportation provides us with a sense of independence and opportunities to engage within our community. Sunline’s Travel Training Program offers opportunities for riders to learn how to independently traverse a public transit system. To this end, SunLine offers group and one-on-one training aboard a fixed route bus to build confidence and allow people to travel with ease.

Transit Ambassador Program

The SunLine Transit Ambassador Program, known as TAP, empowers employees to expand SunLine’s culture of customer service. TAP consists of a series of training sessions that address crucial topics and everyday scenarios in public transportation service. A Transit Ambassador has completed this program and can assist passengers with their trip planning. Transit Ambassadors will assist the rider until the rider feels confident in navigating the SunLine system independently.

Access Advisory Committee

The Access Advisory Committee, which meets bi-monthly, was formed in 1995 as an advocacy group consisting of various agencies in the Coachella Valley. Committee members range from community activists to everyday transit users who are committed to promoting successful implementation of the transportation provisions of the ADA and other related federal legislation or regulations.

3.3 Projected Ridership Growth FY2022–2024

Following a significant downturn in ridership in March 2020 related to the COVID-19 pandemic, SunLine expects it may take several years for ridership to rebound. SunLine and its planning partners are using the regional travel demand model to prepare long-term ridership forecasts for the unconstrained transit redesign.

3.4 Proposed Fare Structure Changes

While the Board of Directors has directed SunLine staff to explore a fare-free system, the aim of this fare policy is to increase SunLine’s revenues with a simplified structure that continues to provide support for low-income individuals. The key fare structure recommendations are summarized below.

Increase base cash fare 75 percent in three increments. SunLine has the lowest base cash fare among its peers. While SunLine operates its service efficiently, SunLine has the lowest average fare, lowest fare revenue per passenger mile, and lowest farebox recovery rate of its peers. Improving its farebox

recovery rate would give SunLine a dedicated funding source as it builds for the future, reducing the need for state and federal grants to grow its system.

Charge adults and youth the same fare. Combining adult and youth fares would simplify SunLine’s fare structure by reducing the number of fare types. Children six years and younger may ride free.

Eliminate the transfer fee. Research indicates that most transit agencies are eliminating transfer fees. With SunLine’s redesigned network, many passengers would continue to require a transfer between routes to reach their destination. Rather than require a transfer fee, paper transfer tickets would be issued to allow riders the ability to use a second bus. The transfer ticket would be good for two hours.

Develop a post-secondary school universal pass (U-Pass). Through an agreement negotiated with the schools, SunLine would prorate the price of the U-Pass over the entire student body based on an estimate of the total fare revenue that would be generated by individual users purchasing a monthly pass. This would allow SunLine to maintain expected revenues while allowing students to pay a lower fare price, thereby helping to attract students who might not choose transit otherwise. This negotiated U-Pass would eventually replace SunLine’s current Haul Pass program, which is funded by a grant.

Review fares annually. Fares should be reviewed annually to assess the ridership impact. This should include an examination of revenue by fare category and fare media. The fare review should provide a peer comparison to help ensure fare policy decisions are well-informed.

Make fare adjustments as frequently as possible. Fares should be adjusted annually to address inflation and to deliver a more gradual change to riders. Fares that are frozen for several years and then adjusted through a large disproportionate increase result in a “shock” to riders that may negatively affect the agency image and ridership.

Calculate the SunLine internal rate of inflation to establish required fare adjustments. Fare increases should be based on SunLine’s internal rate of inflation (goods, labor, and fuel), rather than the inflation of a general Consumer Price Index. The Consumer Price Index measures the inflation on a basket of goods and services unrelated to transit service and competing transportation modes.

To help low-income passengers access transit services and offset fare increases, SunLine may target fares for Coachella Valley residents who meet low-income guidelines. The U.S. Department of Labor’s Lower Living Standard Income Level is often used by transit agencies to determine eligibility for reduced fares. It identifies income levels by family size that are adjusted annually based on changes in the Consumer Price Index.

3.5 Capital Improvement Planning

Refueled implementation is closely tied to CARB’s ICT regulation. The ICT regulation requires SunLine to gradually transition to a 100 percent ZEB fleet. As SunLine grows its fleet to provide additional service, it



will need to evaluate daily mileage needs and the incremental capital or electricity costs of depot-charging electric buses that cannot be offset by available incentive and funding programs. SunLine is also planning for the new infrastructure needed to support hydrogen production and refueling for its fuel cell buses. It is also evaluating expansion of its satellite facility in Indio to support hydrogen and ZEB fueling and maintenance.

SunLine is working with CVAG to plan and fund street improvements needed to preserve bus travel times and improve service reliability. These street improvements include transit signal priority (TSP) measures, queue jumpers, and dedicated bus lanes. Super stops are another capital improvement aimed at enhancing the passenger experience. These stops include enlarged and near-level boarding areas, enhanced shelters, and upgraded amenities.

SunLine is also working with its member cities to improve multimodal connections to its fixed route bus service. This includes connections to the Coachella Valley Link. This bicycling and walking pathway will link Coachella Valley cities and the lands of three federally recognized tribes with a path that generally parallels Highway 111. Figure 3.4 below shows the status of SunLine's capital projects.

Figure 3.4 Status of SunLine’s Capital Projects

SRTP#	Project Name	Status
Performance Department		
SL19-12	Division I Administration Asphalt Slurry Seal	Complete
SL19-13	Indio Facility Improvements	Complete
SL15-05, SL14-06, SL20-12	CNG Fueling Station and Construction	Active
SL12-06	Solar Carports (Admin Bldg. Phase II)	Active
SL17-06, SL18-01, SL19-14, SL20-11	Operations Facility	Active
SL17-08	5 Hydrogen Electric Hybrid FCB and Hydrogen Station (AQIP)	Active
SL18-08, SL20-07, SL21-06	Center of Excellence Facility (Zero Emission Maintenance Facility)	Active
SL16-09	5 Hydrogen Fuel Cell Buses (LowNo Grant)	Active
FTIP-RIV140502	Battery Dominant Hydrogen Fuel Cell Bus	Active
FTIP-RIV140821	TDM (Vanpool)	Active
SL19-11	Hydrogen station program improvements	Active
SL15-14	CNG Project Trailer Demolition	Active
SL17-05, SL18-06	Retention Beautification Phase II	Active
SL21-07	SoCal Gas/Hydrogen Demonstration Project	Active
AHSC	Coachella Hub	Active
SL20-06	SunLine Property Expansion/ Solar Farm Phase I	Pending Start
SL20-09	H2 Ride	Pending Start
SL20-10	New Flyer AQIP	Pending Start
SL21-01	Microgrid to Hydrogen	Pending Start
SL21-07	Public Hydrogen Station (Unobligated)	Pending Start
Maintenance Department		
SL17-07	Purchase of Two (2) Expansion Support Vehicles	Completed
SL14-01	Transmission	Completed
SL19-01, SL18-02, SL16-06, SL17-10	Replacement of (6) Fixed Route Buses	Completed
SL16-05, SL13-02, SL14-07, SL17-07	Replacement and Expansion of Support Vehicles	Completed
SL18-06	Maintenance Shop Wall Removal	Completed
SL13-05, SL18-06	Fall Arrest System Installation for Maintenance Bays	Completed
SL18-02	Replacement of (2) Commuter Buses	Active
SL19-04	Parts Department and Warehouse Relocation	Active
SL19-06, SL20-05, SL17-01, SL17-02, SL10-02	2020 Replacement and Expansion of Paratransit Buses	Active
SL12-05, SL19-12	Floor Re-Surfacing Maintenance Building Div. 1	Active
SL20-01, SL16-09	Purchase of (5) New Flyer Fuel Cell Buses	Active
SL15-12	Fleet Management Information System (FMIS)	Active
SL21-03	Four (4) Micro Transit Vehicles	Active
AHSC	Purchase of Four(4) Fixed Route CNG Buses	Active
SL15-06, SL17-07	Purchase of Five (5) Replacement Zero Emission Relief Cars	Active
SL21-10	Four-Post Lift	Active
SL17-07	Replacement (4) Non-Revenue Service Vehicles (unobligated funds) - to be used for SUVs	Pending Start
SL18-05	Fixed Route Bus Rehabilitation	Pending Start
SL18-07	Replacement of Non-Revenue Support Vehicles	Pending Start
SL19-12	Thousand Palms facilities improvements (unobligated funds)	Pending Start
SL20-02	Information Technology Projects	Pending Start
SL20-08	Facility Maintenance and Improvements	Pending Start
SL20-09	H2 Ride	Pending Start
SL20-10	New Flyer AQIP	Pending Start
SL21-02	Replacement Bus	Pending Start
SL21-03	SunRide Vehicle Purchase (unobligated)	Pending Start
SL21-04	Vans for Service Expansion	Pending Start
SL21-09	Upgrade Division I Fence	Pending Start
SL21-10	Maintenance Tools and Equipment (unobligated)	Pending Start
SL21-11	Replacement Support Vehicles	Pending Start
SL21-14	Perimeter Lighting Division I	Pending Start
SL21-15	Facility Improvements	Pending Start
Transportation Department		
SL20-04	3G to 4G Upgrade	Completed
Operating Funds	Support for Redesign Public Outreach Campaign (HDR)	Completed
SL19-02	West Valley Refueled Bus Stops Project	Active
SL19-02	East Valley - Refueled Bus Stops Project	Active
Executive Office		
SL15-10, SL19-15	Mobile Outreach Vehicle	Active
SL20-03	Boardroom Equipment Upgrade	Pending Start

Chapter 4. Financial Planning

The FY2022 financial planning process focused on prioritizing resources and alignment with the core strategic goals of the SunLine Refueled Initiative and regain ridership lost due to the COVID-19 pandemic. As aforementioned, in the midst of planning the FY2022-2024 SRTP, the COVID-19 pandemic of 2020 caused a major national and global disruption. The executive team at SunLine brought their diverse insights to most effectively allocate resources to maintain essential services. The enclosed financial plan of the Agency is based on the best available financial projections and anticipated grants.

4.1 Operating and Capital Budget

In FY2022, SunLine will have an operating budget of \$42,882,158 and a capital budget of \$15,074,900 (Table 4 and 4A). The operating budget encompasses such costs as driver salaries, administrative salaries, fuel, insurance premiums, and other overhead costs required to run day to day operations. The available funding will be used effectively and efficiently in the accomplishment of organizational objectives. The operating budget will ensure that the Agency continues to offer safe and reliable transportation to Coachella Valley residents.

The capital budget incorporates key projects to help further advance the Agency's Capital Improvement Program. The Capital Improvement Program for FY 2022 focuses on continuing SunLine's investment in increasing its alternative fuel technology and energy efficient infrastructures similar to a first-of-its-kind solar microgrid. SunLine's Capital Program represents a unique opportunity to make long term investments in SunLine's operational capabilities, energy strategies, and regulatory compliance by conforming with the California Air Resources Board's Innovative Clean Transit mandate.

Key components of the capital plan, beyond ongoing maintenance needs, include:

- Public Hydrogen Station
- Solar Microgrid
- Liquid Hydrogen Fueling Station
- Indio CNG Station Upgrades

The capital program is dependent on internal and external funding from federal, state, regional, and local sources.

4.2 Funding Plans to Support Proposed Operating and Capital Program

For FY2022, funding plans for the proposed operating and capital programs are as follows:

Funding sources for the proposed operating budget includes FTA Section 5307 (Urban), FTA Section 5307 (CARES Act, ARPA, CRRSAA), FTA Section 5339 (Bus and Bus Facilities), FTA Section 5310 (Elderly

and Disabled), FTA Section 5311 (Rural), FTA Section 5311 (f) (Intercity), FTA Section 5312 (Public Transportation Innovation), Congestion Mitigation and Air Quality (CMAQ), California Energy Commission, and Low Carbon Operating Program (LCTOP) funds apportioned by the California Department of Transportation (Caltrans), State Local Transportation Funds (LTF), Local Measure A funding, farebox revenue and other revenue for operating assistance.

Funding sources for capital projects include funds from FTA Section 5307, FTA Section 5310, FTA Section 5339, CMAQ, LCTOP, LTF, State Transit Assistance (STA), and State of Good Repair Funds (SGR).

The estimated FY2022 operating and capital budget of \$57,957,058 outlined in Table 4, is funded by:

Fund	Operating		Capital	
	Amount (\$)	Percent (%)	Amount (\$)	Percent (%)
AHSC	-	-	1,313,500	0.1
ARPA Act 5307	10,000,000	0.2	-	-
California Energy Commission	-	-	4,986,250	0.3
CARES Act 5307	846,920	0.02	-	-
CARES Act 5311 (f)	241,264	0.01	-	-
CMAQ	836,257	0.02	-	-
CRRSAA Act 5307	5,011,454	0.1	-	-
Farebox	1,210,965	0.03	-	-
LCTOP	-	-	675,000	0.04
Local Transportation Fund (LTF)	10,538,382	0.2	-	-
Measure A	7,000,000	0.2	-	-
Other	2,377,185	0.1	-	-
Section 5307	4,782,411	0.1	1,500,000	0.1
Section 5312	37,320	0.001	-	-
Section 5339	-	-	1,833,600	0.1
State of Good Repair	-	-	918,150	0.1
State Transit Assistance Fund (STA)	-	-	3,848,400	0.3
Total	\$ 42,882,158	100%	\$ 15,074,900	100%

For FY23-24, figures presented in tables 4.2 and 4.3 to fund operating and capital expenditures are based on best available funding projections.

Fund	Operating		Capital	
	Amount (\$)	Percent (%)	Amount (\$)	Percent (%)
ARPA Act 5307	6,000,000	0.1	-	-
CARES Act 5311 (f)	215,555	0.00	-	-
CMAQ	958,000	0.02	-	-
Farebox	3,000,000	0.07	-	-
LCTOP	-	-	800,000	0.25
Local Transportation Fund (LTF)	18,464,303	0.4	-	-
Measure A	7,000,000	0.2	-	-
Other	2,882,861	0.1	-	-
Section 5307	4,962,864	0.1	400,000	0.1
Section 5311	303,219	0.007	-	-
State Transit Assistance Fund (STA)	-	-	1,947,000	0.6
Total	\$ 43,786,802	100%	\$ 3,147,000	100%

Fund	Operating		Capital	
	Amount (\$)	Percent (%)	Amount (\$)	Percent (%)
CMAQ	792,009	0.02	-	-
Farebox	3,000,000	0.07	-	-
Local Transportation Fund (LTF)	21,686,043	0.5	-	-
Measure A	8,000,000	0.2	-	-
Other	4,962,861	0.1	-	-
Section 5307	4,962,864	0.1	1,600,000	0.3
Section 5310	250,000	0.01	-	-
Section 5311	303,219	0.007	-	-
Section 5311 (f)	250,000	0.01	-	-
Section 5339	-	-	500,000	0.1
State of Good Repair	-	-	250,000	0.0
State Transit Assistance Fund (STA)	-	-	3,550,000	0.6
Total	\$ 44,206,996	100%	\$ 5,900,000	100%

4.3 Regulatory and Compliance Requirements

Americans with Disabilities Act

SunLine complies with ADA guidelines by providing a 100 percent accessible revenue service fleet for fixed route transit services and ADA paratransit vehicles. As funding becomes available, SunLine

continues to provide bus stop improvements to ensure accessibility. Staff also coordinates with developers and contractors regarding construction projects to include bus stop improvements when the opportunity arises.

Disadvantaged Business Enterprise

SunLine's most recent Disadvantaged Business Enterprise (DBE) program and goal were submitted to FTA in July 2018 and had an expiration date of October 2021. The next DBE report will be submitted by August 2021.

Equal Employment Opportunity

SunLine complies with federal regulations pertaining to employment and submits its Equal Employment Opportunity (EEO)-1 report annually to the U.S. Equal Employment Opportunity Commission (EEOC) and its EEO/Affirmative Action Program to FTA every 4 years, or as major changes occur in the workforce or employment conditions. The most recent EEO-1 report was submitted to the EEOC and certified in April 2021. The most recent EEO/Affirmative Action Program was revised and submitted to FTA in July 2020. The next update to the EEO/Affirmative Action Program is due to the FTA in July 2024.

Title VI

Title VI protects people from discrimination based on race, color, and national origin in programs and activities receiving federal financial assistance. SunLine's Title VI report was submitted to FTA in November 2019 and has an expiration date of November 2022.

Transportation Development Act

The Transportation Development Act provides two major sources of funding for public transportation: the LTF and STA. RCTC commissioned Pacific Management Consulting to conduct the Triennial Performance Audit as required by the Transportation Development Act; SunLine's findings are referenced in Table 6 of that document.

Federal Transit Administration Triennial Audit

In accordance with regulations, SunLine completed an FTA Triennial Audit site visit in 2019. The Triennial Audit focused on SunLine's compliance in 21 areas. SunLine had no deficiencies with the FTA requirements.

National Transit Database

To keep track of the industry and provide public information and statistics as growth occurs, FTA's National Transit Database records the financial, operating, and asset conditions of transit systems. Staff are currently finalizing FY2016–2017 National Transit Database Section sampling. SunLine continues to



perform parallel sampling using manual samples and Automatic Passenger Counter data to verify and gain approval to use Automatic Passenger Counter data in future reporting.

Alternative Fuel Vehicles

In alignment with SunLine’s Board-approved Alternative Fuel Policy, all vehicles in the fleet use CNG, electric, or hydrogen fuel. The current active fleet consists of 54 CNG buses, 15 hydrogen electric fuel cell buses, four battery electric buses, one diesel coach, 39 CNG paratransit vehicles, and 46 non-revenue CNG and electric vehicles, including general support cars, trucks, and facility-specific golf carts and forklifts.

S RTP TABLES

Table 1.0 Individual Route Descriptions

Routes	Route Classification	Major Destinations	Cities/Communities Served	Connections
1	Trunk	Hospital, Medical, Shopping, College, Mall, Center of Employment Training and Schools	Palm Springs, Cathedral City, Rancho Mirage, Palm Desert, Indian Wells, La Quinta, Indio and Coachella	2, 4, 5, 6, 7, 8, 1-X and 10 Commuter
2	Trunk	Shopping, Schools, Employment Center, Library, Senior Center, Medical, Social Security, Theaters, Airport, Court House and Public Social Services	Desert Hot Springs, Palm Springs and Cathedral City	1, 3, 4, 5 & 1-X
3	Local	Shopping Centers, Senior Center, Library, Community Center, City Hall, Medical, and Schools	Desert Hot Springs and Desert Edge	2 & 5
4	Local	Shopping, Medical, Library, Social Services, Theaters, School, College, Mall, Hospital and Airport	Palm Springs, Cathedral City, Rancho Mirage, Palm Desert and Thousand Palms	1, 2, 5, 6 & 1-X
5	Local	Shopping, Senior Center, Library, Community Center, Schools, Medical, City Hall, College and Mall	Desert Hot Springs and Palm Desert	1, 2, 3, 4, 6, 1-X and 10 Commuter
6	Local	Shopping, School, Tennis Gardens, Work Force Development, Social Services, Medical and College	Palm Desert, Indian Wells, La Quinta, Indio, Bermuda Dunes and Coachella	1, 4, 5, 7, 8 & 1-X
7	Local	Shopping, Schools, Theaters, Tennis Gardens and Medical	La Quinta, Palm Desert, Indian Wells and Bermuda Dunes	1, 6 & 1-X
8	Local	Shopping, School, Senior Center, DMV, Community Center, College, City Hall and Center of Employment Training and Medical	Indio, Coachella, Thermal and Mecca	1, 6 & 9
9	Local	Shopping, Community Center, Medical and Schools	Mecca, North Shore and Oasis	8
10	Regional - Commuter	Shopping, Business, Entertainment and University	Indio, Palm Desert, Beaumont, San Bernardino	1, 5, 1-X, OmniTrans, MARTA, VVTA, Beaumont Transit, RTA and SB Metrolink
1-X	Express	Hospital, Medical, Shopping, College, Mall, Center of Employment Training and Schools	Palm Springs, Cathedral City, Palm Desert, La Quinta and Indio	1, 2, 4, 5, 6, 7 and 10 Commuter

Table 1.1 Fleet Inventory – Motor Bus



Table 1.1 - Fleet Inventory
 FY 2021/22 Short Range Transit Plan
 SunLine Transit Agency

Bus (Motorbus) / Directly Operated

Year Built	Mfg. Code	Model Code	Seating Capacity	Lift and Ramp Equipped	Vehicle Length	Fuel Type Code	# of Active Vehicles FY 2020/21	# of Contingency Vehicles FY 2020/21	Life to Date Vehicle Miles Prior Year End FY 2019/20	Life to Date Vehicle Miles through March FY 2020/21	Average Lifetime Miles Per Active Vehicle As Of Year-To-Date (e.g., March) FY 2020/21
2014		TR30FP	24	5	32		5	0	72,500	72,731	14,546
2018	BYD	K9	35	4	40		4	0	119,222	150,669	37,667
2012	EDN	AXCESS	37	1	40	OR	1	0	186,795	185,487	185,487
2014	EDN	AXCESS	37	3	40	OR	3	0	410,616	433,044	144,348
2015	EDN	AXCESS	37	1	40	OR	1	0		12,384	12,384
2017	EDN	AXCESS	37	1	40		1	0	39,316	38,559	38,559
2018	EDN	AXCESS	37	5	40	OR	5	0	238,195	302,408	60,481
2009	EDN	EZRider32'	29	10	32	CN	10	0	3,984,706	4,097,133	409,713
2020	MCI	D4500	40	2	40	CN	2	0		4,858	2,429
2008	NFA	LF 40'	39	20	40	CN	15	5	13,038,372	13,320,179	888,011
2008	NFA	LF 40'	39	21	40	CN	21	0	13,808,970	14,462,365	688,684
2016	NFA	LF 40'	39	6	40	CN	6	0	1,286,314	1,450,420	241,736
2018	NFA	XCELSIOR	39	5	40		5	0	157,894	253,764	50,752
2020	NFA	XCELSIOR	39	10	40	CN	10	0		314,469	31,446
2005	OBI	ORION V40'	44	4	40	CN	0	0	2,059,989	2,070,617	
Totals:			552	98			89	5	35,402,889	37,169,087	417,630

Table 1.1 Fleet Inventory – Demand Response



Table 1.1 - Fleet Inventory
 FY 2021/22 Short Range Transit Plan
 SunLine Transit Agency

Demand Response / Directly Operated

Year Built	Mfg. Code	Model Code	Seating Capacity	Lift and Ramp Equipped	Vehicle Length	Fuel Type Code	# of Active Vehicles FY 2020/21	# of Contingency Vehicles FY 2020/21	Life to Date Vehicle Miles Prior Year End FY 2019/20	Life to Date Vehicle Miles through March FY 2020/21	Average Lifetime Miles Per Active Vehicle As Of Year-To-Date (e.g., March) FY 2020/21
2013	EDN	AEROTECH	12	2	22	CN	2	0	504,909	0	0
2015	EDN	AEROTECH	12	8	22	CN	8	0	1,413,317	1,464,799	183,099
2016	EDN	AEROTECH	12	15	22	CN	15	0	2,128,585	2,395,411	159,694
2018	SPC	Senator	12	14	23		14	0	615,777	886,561	63,325
Totals:			48	39			39	0	4,662,588	4,746,771	121,712

Table 2.0 Service Provider Performance Target Report



Table 2.0 -- Service Provider Performance Targets Report
 FY 2020/21 Short Range Transit Plan Review
 SunLine Transit Agency

Data Elements	FY 2020/21 Plan	FY 2020/21 Target	FY 2020/21 Year to Date Through 3rd Quarter	Year to Date Performance Scorecard
Unlinked Passenger Trips	3,908,259			
Passenger Miles	30,751,958			
Total Actual Vehicle Revenue Hours	304,858.0			
Total Actual Vehicle Revenue Miles	4,540,208.0			
Total Actual Vehicle Miles	5,277,383.0			
Total Operating Expenses	\$40,660,244			
Total Passenger Fare Revenue	\$7,777,170			
Net Operating Expenses	\$32,883,074			
Performance Indicators				
Mandatory:				
1. Farebox Recovery Ratio	19.12%	>= 19.74%	7.69%	Fails to Meet Target
Discretionary:				
1. Operating Cost Per Revenue Hour	\$133.37	<= \$125.04	\$136.11	Fails to Meet Target
2. Subsidy Per Passenger	\$8.41	>= \$6.01 and <= \$8.13	\$15.07	Better Than Target
3. Subsidy Per Passenger Mile	\$1.07	>= \$0.75 and <= \$1.01	\$33.98	Better Than Target
4. Subsidy Per Hour	\$107.86	>= \$81.78 and <= \$110.64	\$125.65	Better Than Target
5. Subsidy Per Mile	\$7.24	>= \$5.40 and <= \$7.30	\$8.24	Better Than Target
6. Passengers Per Revenue Hour	12.82	>= 11.57 and <= 15.65	8.34	Fails to Meet Target
7. Passengers Per Revenue Mile	0.86	>= 0.77 and <= 1.04	0.55	Fails to Meet Target
Note: Must meet at least 4 out of 7 Discretionary Performance Indicators				
Productivity Performance Summary:				
Service Provider Comments:				

Table 2.1 FY 2021/22 SRTP Performance Report



FY 2021/22 - Table 2.1 -- SRTP Performance Report
Service Provider: SunLine Transit Agency
All Routes

Performance Indicators	FY 2019/20 End of Year Actual	FY 2020/21 3rd Quarter Year-to-Date	FY 2021/22 Plan	FY 2021/22 Target	Plan Performance Scorecard (a)
Passengers	3,517,269	1,567,473	1,816,345	None	
Passenger Miles	28,199,989	694,863	11,105,606	None	
Revenue Hours	288,253.2	188,243.6	293,597.0	None	
Total Hours	314,932.6	210,942.2	327,664.0	None	
Revenue Miles	4,346,984.7	2,868,976.0	4,445,490.0	None	
Total Miles	4,987,906.5	3,392,149.3	5,263,752.0	None	
Operating Costs	\$35,920,528	\$28,768,440	\$42,882,162	None	
Passenger Revenue	\$8,529,264	\$2,202,019	\$8,052,655	None	
Measure-A Revenue				None	
LCTOP Revenue				None	
Operating Subsidy	\$27,391,263	\$26,566,421	\$34,829,507	None	
Operating Costs Per Revenue Hour	\$124.61	\$152.83	\$146.06	<= \$156.58	Meets Target
Operating Cost Per Revenue Mile	\$8.26	\$10.03	\$9.65	None	
Operating Costs Per Passenger	\$10.21	\$18.35	\$23.61	None	
Farebox Recovery Ratio	23.74%	7.65%	18.77%	>= 0.2	Fails to Meet Target
Subsidy Per Passenger	\$7.79	\$16.95	\$19.18	>= \$14.41 and <= \$19.49	Meets Target
Subsidy Per Passenger Mile	\$0.97	\$38.23	\$3.14	>= \$32.50 and <= \$43.96	Better Than Target
Subsidy Per Revenue Hour	\$95.03	\$141.13	\$118.63	>= \$119.96 and <= \$162.30	Better Than Target
Subsidy Per Revenue Mile	\$6.30	\$9.26	\$7.83	>= \$7.87 and <= \$10.65	Better Than Target
Passengers Per Revenue Hour	12.20	8.33	6.19	>= 7.08 and <= 9.58	Fails to Meet Target
Passengers Per Revenue Mile	0.81	0.55	0.41	>= 0.47 and <= 0.63	Fails to Meet Target

a) The Plan Performance Scorecard column is the result of comparing the FY 2021/22 Plan to the FY 2021/22 Primary Target.

Table 2.2 SRTP Service Summary – Systemwide Totals



Table 2.2 -- SunLine Transit Agency -- SRTP Service Summary
FY 2021/22 Short Range Transit Plan
All Routes

	FY 2018/19 Audited	FY 2019/20 Audited	FY 2020/21 Plan	FY 2020/21 3rd Qtr Actual	FY 2021/22 Plan
Fleet Characteristics					
Peak-Hour Fleet	26	24	95	28	101
Financial Data					
Total Operating Expenses	\$33,375,694	\$35,920,528	\$40,660,244	\$28,768,440	\$42,882,162
Total Passenger Fare Revenue	\$5,276,226	\$8,529,264	\$7,777,170	\$2,202,019	\$8,052,655
Net Operating Expenses (Subsidies)	\$28,099,467	\$27,391,263	\$32,883,074	\$26,566,421	\$34,829,507
Operating Characteristics					
Unlinked Passenger Trips	4,217,807	3,517,269	3,908,259	1,567,473	1,816,345
Passenger Miles	36,122,234	28,199,989	30,751,958	694,863	11,105,606
Total Actual Vehicle Revenue Hours (a)	299,653.2	288,253.2	304,858.0	188,243.6	293,597.0
Total Actual Vehicle Revenue Miles (b)	4,647,046.6	4,346,984.7	4,540,208.0	2,868,976.0	4,445,490.0
Total Actual Vehicle Miles	5,271,012.0	4,987,906.5	5,277,383.0	3,392,149.3	5,263,752.0
Performance Characteristics					
Operating Cost per Revenue Hour	\$111.38	\$124.61	\$133.37	\$152.83	\$146.06
Farebox Recovery Ratio	15.81%	23.74%	19.12%	7.65%	18.77%
Subsidy per Passenger	\$6.66	\$7.79	\$8.41	\$16.95	\$19.18
Subsidy per Passenger Mile	\$0.78	\$0.97	\$1.07	\$38.23	\$3.14
Subsidy per Revenue Hour (a)	\$93.77	\$95.03	\$107.86	\$141.13	\$118.63
Subsidy per Revenue Mile (b)	\$6.05	\$6.30	\$7.24	\$9.26	\$7.83
Passenger per Revenue Hour (a)	14.1	12.2	12.8	8.3	6.2
Passenger per Revenue Mile (b)	0.91	0.81	0.86	0.55	0.41

(a) Train Hours for Rail Modes. (b) Car Miles for Rail Modes.

Table 2.2 SRTP Service Summary – All Fixed Routes



Table 2.2 -- SunLine-BUS -- SRTP Service Summary
FY 2021/22 Short Range Transit Plan
All Routes

	FY 2018/19 Audited	FY 2019/20 Audited	FY 2020/21 Plan	FY 2020/21 3rd Qtr Actual	FY 2021/22 Plan
Fleet Characteristics					
Peak-Hour Fleet	17	17	65	20	71
Financial Data					
Total Operating Expenses	\$27,505,466	\$29,790,808	\$34,123,115	\$24,170,286	\$36,267,663
Total Passenger Fare Revenue	\$4,729,613	\$7,813,234	\$6,541,914	\$1,990,921	\$6,793,651
Net Operating Expenses (Subsidies)	\$22,775,853	\$21,977,574	\$27,581,201	\$22,179,365	\$29,474,012
Operating Characteristics					
Unlinked Passenger Trips	4,039,450	3,379,520	3,761,953	1,505,008	1,755,235
Passenger Miles	32,850,476	25,998,612	29,230,376	9,106,610	10,619,170
Total Actual Vehicle Revenue Hours (a)	228,131.2	225,937.1	238,372.0	145,770.6	241,523.0
Total Actual Vehicle Revenue Miles (b)	3,364,996.5	3,329,357.2	3,543,495.0	2,201,665.8	3,783,187.0
Total Actual Vehicle Miles	3,778,101.0	3,760,624.0	4,017,717.0	2,554,122.1	4,338,106.0
Performance Characteristics					
Operating Cost per Revenue Hour	\$120.57	\$131.85	\$143.15	\$165.81	\$150.16
Farebox Recovery Ratio	17.20%	26.23%	19.17%	8.24%	18.73%
Subsidy per Passenger	\$5.64	\$6.50	\$7.33	\$14.74	\$16.79
Subsidy per Passenger Mile	\$0.69	\$0.85	\$0.94	\$2.44	\$2.78
Subsidy per Revenue Hour (a)	\$99.84	\$97.27	\$115.71	\$152.15	\$122.03
Subsidy per Revenue Mile (b)	\$6.77	\$6.60	\$7.78	\$10.07	\$7.79
Passenger per Revenue Hour (a)	17.7	15.0	15.8	10.3	7.3
Passenger per Revenue Mile (b)	1.20	1.02	1.06	0.68	0.46

(a) Train Hours for Rail Modes. (b) Car Miles for Rail Modes.

Table 2.2 SRTP Service Summary – SunDial



Table 2.2 -- SunLine-DAR -- SRTP Service Summary
FY 2021/22 Short Range Transit Plan
All Routes

	FY 2018/19 Audited	FY 2019/20 Audited	FY 2020/21 Plan	FY 2020/21 3rd Qtr Actual	FY 2021/22 Plan
Fleet Characteristics					
Peak-Hour Fleet	1	1	30	1	30
Financial Data					
Total Operating Expenses	\$5,870,228	\$6,129,719	\$6,537,129	\$4,598,154	\$6,614,499
Total Passenger Fare Revenue	\$546,613	\$716,030	\$1,235,256	\$211,098	\$1,259,004
Net Operating Expenses (Subsidies)	\$5,323,614	\$5,413,689	\$5,301,873	\$4,387,056	\$5,355,495
Operating Characteristics					
Unlinked Passenger Trips	155,332	122,126	146,306	50,147	61,110
Passenger Miles	1,691,066	1,294,392	1,521,582	399,398	486,436
Total Actual Vehicle Revenue Hours (a)	65,911.0	58,883.3	66,486.0	39,486.8	52,074.0
Total Actual Vehicle Revenue Miles (b)	971,701.1	833,825.0	996,713.0	521,987.7	662,303.0
Total Actual Vehicle Miles	1,182,562.0	1,043,480.0	1,259,666.0	680,677.8	925,646.0
Performance Characteristics					
Operating Cost per Revenue Hour	\$89.06	\$104.10	\$98.32	\$116.45	\$127.02
Farebox Recovery Ratio	9.31%	11.68%	18.89%	4.59%	19.03%
Subsidy per Passenger	\$34.27	\$44.33	\$36.24	\$87.48	\$87.64
Subsidy per Passenger Mile	\$3.15	\$4.18	\$3.48	\$10.98	\$11.01
Subsidy per Revenue Hour (a)	\$80.77	\$91.94	\$79.74	\$111.10	\$102.84
Subsidy per Revenue Mile (b)	\$5.48	\$6.49	\$5.32	\$8.40	\$8.09
Passenger per Revenue Hour (a)	2.4	2.1	2.2	1.3	1.2
Passenger per Revenue Mile (b)	0.16	0.15	0.15	0.10	0.09

(a) Train Hours for Rail Modes. (b) Car Miles for Rail Modes.

Table 2.2 SRTP Service Summary – Vanpool



Table 2.2 -- SunLine-Vanpool -- SRTP Service Summary
FY 2021/22 Short Range Transit Plan
All Routes

	FY 2018/19 Audited	FY 2019/20 Audited	FY 2020/21 Plan	FY 2020/21 3rd Qtr Actual	FY 2021/22 Plan
Fleet Characteristics					
Peak-Hour Fleet	9	6		6	
Financial Data					
Total Operating Expenses					
Total Passenger Fare Revenue					
Net Operating Expenses (Subsidies)					
Operating Characteristics					
Unlinked Passenger Trips	23,025	15,623		12,051	
Passenger Miles	1,580,691	906,984		694,863	
Total Actual Vehicle Revenue Hours (a)	5,611.0	3,432.8		2,676.3	
Total Actual Vehicle Revenue Miles (b)	310,349.0	183,802.5		142,731.5	
Total Actual Vehicle Miles	310,349.0	183,802.5		142,731.5	
Performance Characteristics					
Operating Cost per Revenue Hour					
Farebox Recovery Ratio					
Subsidy per Passenger					
Subsidy per Passenger Mile					
Subsidy per Revenue Hour (a)					
Subsidy per Revenue Mile (b)					
Passenger per Revenue Hour (a)	4.1	4.6		4.5	
Passenger per Revenue Mile (b)	0.07	0.09		0.08	

(a) Train Hours for Rail Modes. (b) Car Miles for Rail Modes.

Table 2.2A Summary of Routes to be Excluded

Route #	Description	Fare Box Calculation Exempt Routes
1	Coachella - Via Hwy 111 - Palm Springs	No
2	Desert Hot Springs - Palm Springs - Cathedral City	No
3	Desert Edge - Desert Hot Springs	No
4	Westfield Palm Desert - Palm Springs	No
5	Desert Hot Springs - CSUSB Palm Desert - Westfield Palm Desert	No
6	Coachella - Via Fred Waring - Westfield Palm Desert	No
7	Bermuda Dunes - Indian Wells - La Quinta	No
8	North Indio - Coachella -Thermal/Mecca	No
9	North Shore - Mecca - Oasis	No
10	Indio - CSUSB-PDC - CSUSB - San Bernardino Transit Center (SBTC)/Metrolink	No
1X	Express to Indio - Express to Palm Springs	Yes

Table 2.3 SRTP Route Statistics



Table 2.3 - SRTP Route Statistics

SunLine Transit Agency -- 8

FY 2021/22

All Routes

Data Elements

Route #	Day Type	Peak Vehicles	Passengers	Passenger Miles	Revenue Hours	Total Hours	Revenue Miles	Total Miles	Operating Cost	Passenger Revenue	Measure-A Revenue	LCTOP Revenue
SUN-1	All Days	14	706,033	4,271,500	74,171	79,535	1,088,822	1,241,202	\$10,376,763	\$2,075,353		
SUN-10 CL	All Days	2	60,059	363,357	5,720	5,787	189,834	190,040	\$1,588,784	\$272,317		
SUN-1X	All Days	3	59,490	359,915	7,082	8,372	126,306	163,541	\$1,367,244	\$273,449		
SUN-2	All Days	12	468,767	2,836,040	53,507	56,432	737,499	821,140	\$6,864,936	\$1,296,416		
SUN-200	All Days	1	1,896	11,471	181	382	3,867	9,776	\$81,727	\$13,510		
SUN-3	All Days	1	38,126	230,662	5,530	5,857	89,236	99,908	\$835,256	\$156,571		
SUN-4	All Days	8	155,904	943,219	32,019	33,608	464,469	503,102	\$4,206,060	\$830,710		
SUN-400	All Days	1	1,680	10,164	160	353	2,446	7,554	\$63,155	\$12,631		
SUN-402	All Days	1	1,003	6,068	95	304	1,370	6,969	\$58,259	\$11,652		
SUN-403	All Days	1	813	4,919	77	227	2,208	6,491	\$54,269	\$10,854		
SUN-5	All Days	4	30,612	185,203	2,915	3,754	75,579	101,998	\$852,727	\$142,249		
SUN-500	All Days	1	1,138	6,885	108	214	1,690	4,399	\$36,776	\$7,243		
SUN-501	All Days	1	1,788	10,817	170	284	2,423	5,157	\$43,117	\$8,532		
SUN-6	All Days	3	31,709	191,839	15,331	16,252	217,919	244,230	\$2,041,827	\$408,365		
SUN-7	All Days	2	43,418	262,679	9,527	9,868	125,770	136,300	\$1,139,500	\$227,900		
SUN-700	All Days	1	3,386	20,485	323	446	5,036	8,493	\$71,007	\$14,201		
SUN-701	All Days	1	2,736	16,553	261	431	3,942	8,509	\$71,136	\$14,227		
SUN-8	All Days	6	118,258	715,461	21,978	23,219	367,910	406,412	\$3,397,709	\$582,182		
SUN-800	All Days	1	2,709	16,389	258	560	5,227	16,115	\$134,723	\$26,945		
SUN-801	All Days	1	2,709	16,389	258	645	4,373	12,010	\$100,406	\$20,081		
SUN-802	All Days	1	2,709	16,389	258	472	5,013	12,495	\$104,461	\$20,892		
SUN-803	All Days	1	2,248	13,600	214	472	4,358	9,930	\$83,021	\$16,604		
SUN-9	All Days	4	18,044	109,166	11,380	13,041	257,890	322,335	\$2,694,800	\$350,767		
SUN-DAR	All Days	30	61,110	486,436	52,074	67,149	662,303	925,646	\$6,614,499	\$1,259,004		
		101	1,816,345	11,105,606	293,597	327,664	4,445,490	5,263,752	\$42,882,162	\$8,052,655		

Table 3.0 Highlights of the FY2021/22 SRTP

Description	Start Date
10 Commuter Link service between Indio and San Bernardino	July 12, 2021
Route 1X express service between Indio and Palm Springs	September 7, 2021
An attitude and awareness survey/study will be conducted in the fall to measure the effectiveness of the SunLine Refueled Initiative and fine-tune the transit network and strategies – a transit network designed by the residents.	Fall 2021
Bus stop signs and schedule holders will be updated to enhance customer service, optimize the utilization trip planning technologies, modernize our image on the streets and improve communications.	In FY 2022
Expansion Motor Coach Bus (1)	TBD*
Upgrades to Gate and Guard Shack	TBD*
Facility Improvements	TBD*
Public Hydrogen Station Division I	TBD*
Replacement Paratransit Vehicles (10)	TBD*
Microgrid to Hydrogen Phase III	TBD*
Maintenance Tools & Equipment	TBD*
Bus Refurbishment	TBD*
Indio CNG Station Upgrade	TBD*
Liquid Hydrogen Refueling Infrastructure	TBD*
Coachella Transit Hub	TBD*

* Upon receipt of capital funds

Table 4.0 Summary of Funding Requests (1 of 2)

Project Description	Total Amount of Funds	LTF	STA	Measure A	Section 5307 Indio/Cathedral City Palm Springs	CARES Act Section 5307	CRRSAA Funding Section 5307	American Rescue Plan Section 5307	CARES Act Section 5311(f)	Section 5312	Section 5339	LCTOP	Obligated CMAQ	Affordable Housing and Sustainable Communitie s	California Energy/ Commissio n	Other Revenue	Farebox	
OPERATING																		
Operating Assistance	\$41,223,151	\$10,336,868			\$6,961,113	\$4,782,411	\$846,920	\$5,011,454	\$10,000,000								\$2,075,437	\$1,208,948
Taxi Voucher	\$77,775				\$36,887												\$36,887	
Commuter 10	\$291,938								\$241,264								\$150,654	
Vanpool Program	\$300,000	\$28,109																
Route 1X	\$230,467	\$46,091															\$271,891	
SunRide Ride Share	\$600,000	\$117,984															\$184,366	
COD Haul Pass	\$100,000																\$380,000	\$2,016
CSUSB Haul Pass	\$12,207																	\$100,000
Anti-Human Trafficking Campaign	\$49,650	\$9,330																\$12,207
Sub-total Operating	\$42,882,158	\$10,538,362	\$0	\$7,000,000	\$4,782,411	\$846,920	\$5,011,454	\$10,000,000	\$241,264	\$37,320	\$0	\$0	\$836,257	\$0	\$0	\$0	\$2,377,185	\$1,210,984
CAPITAL																		
	Capital Project Number	Total Amount of Funds	LTF	STA	Measure A	Section 5307 Indio/Cathedral City Palm Springs	CARES Act Section 5307	CRRSAA Funding Section 5307	American Rescue Plan Section 5307	CARES Act Section 5311(f)	Section 5312	Section 5339	LCTOP	Obligated CMAQ	Affordable Housing and Sustainable Communitie s	California Energy/ Commissio n	Other Revenue	Farebox
Replacement Buses (Battery Electric)	SL-22-01	\$2,000,000		\$400,000														
Support Vehicles (5 cars, 1 Truck)	SL-22-02	\$295,000		\$53,000														
Facility Improvements	SL-22-03	\$352,000		\$70,400		\$281,600												
Public Hydrogen Station Division I	SL-22-04	\$1,600,000		\$1,600,000														
Demolition of Existing Trailers	SL-22-05	\$80,000		\$80,000														
Perimeter Fencing Electrolyzer	SL-22-06	\$300,000		\$60,000		\$240,000												
Microgrid to Hydrogen Phase III	SL-22-08	\$675,000											\$675,000					
Bus Refurbishment	SL-22-09	\$1,250,000		\$250,000								\$1,000,000						
Indio CNG Station Upgrade	SL-22-10	\$1,500,000		\$1,500,000														
Liquid Hydrogen Refueling Infrastructure	SL-22-11	\$4,986,250																
Cocacolla Transit Hub	SL-22-12	\$1,313,500																
Sub-total Capital		\$14,321,750	\$0	\$4,013,400	\$0	\$1,500,000	\$0	\$0	\$0	\$0	\$0	\$1,833,600	\$675,000	\$0	\$1,313,500	\$4,986,250	\$0	\$0
Total Operating & Capital		\$57,203,908	\$10,538,362	\$4,013,400	\$7,000,000	\$6,282,411	\$846,920	\$5,011,454	\$10,000,000	\$241,264	\$37,320	\$1,833,600	\$675,000	\$836,257	\$1,313,500	\$4,986,250	\$2,377,185	\$1,210,984
Project Funding Details																		
Target Budget	\$42,882,158	Based on estimated FY22 budget. Budget still in early stage of preparation. Subject to change. Possible increase due to new unionization of staff																
Projected FY21/22 LTF	\$10,538,362	Based on FY21 usage																
Projected FY21/22 Measure A	\$7,000,000	Based on constraints and fixed route expenditures in alignment with Measure A Ordinance and RCTC revenue projections for FY22																
Projected FY21/22 Section 5307 Operating Funds	\$4,782,411	Based on FY22 RCTC projection at 75% for operating purposes																
Projected FY21/22 CARES Act Section 5307 Operating Funds	\$846,920	Remaining 5307 CARES Act Funding																
Projected FY21/22 CRRSAA Funding Section 5307 Operating Funds	\$5,011,454	CRRSAA Funding																
Projected FY21/22 American Rescue Plan Act Section 5307 Operating Funds	\$10,000,000	Based on a portion of the initial estimates from American Rescue Plan funding																
Projected FY21/22 CARES Act Section 5311 Operating Funds	\$241,264	Based on intercity portion of 5311 program in FY22																
Projected FY21/22 Section 5312 Operating Funds	\$37,320	Based on 5312 Public Transportation Innovation or pilot selection. Carryover from FY21.																
Projected FY21/22 CMAQ Obligated	\$836,257	Based on estimated expenses for Van Pool contract utilizing grant # CA-95-X327, SunRide Rideshare Program, and the Route 1X.																
Projected FY21/22 Other Revenues	\$2,377,185	Advertising revenue (\$250,000), Bus Shelter Maintenance (\$122,482), Non Trans Revenue (\$5,474), SPA Overhead Fee revenue (\$27,396), Outside Fueling Sales (\$676,002), Emission Credit Revenue (\$972,443), Other Revenue and Interest (\$21,640), Taxi Voucher (\$36,888), CSUSB Regional Service (\$150,654), Haul Pass COD (\$100,000), Haul Pass CSUSB (\$12,207).																
Projected FY21/22 Farebox Revenue	\$1,210,984	Based on FY22 ridership projections.																
Total Estimated Operating Funding Request	\$42,882,158																	
Projected FY21/22 STA Capital	\$4,013,400	FY21/22 estimates plus unallocated																
Projected FY21/22 5307 Capital	\$1,500,000	Based on estimates from RCTC funding estimates. 25% of the funding																
Projected FY21/22 5339 Capital	\$1,833,600	Based on RCTC estimates																
Projected FY21/22 LCTOP	\$675,000	Based on FY21/22 apportionment																
Projected FY21/22 CEC Capital Funding	\$4,986,250	Successful competitive award announced February 2021																
Projected FY21/22 AHSC Capital Funding	\$1,313,500	Successful competitive award construction to commence FY22																
Total Estimated Capital Funding Request	\$14,321,750																	
Total Funding Request	\$57,203,908																	
<i>*This draft is contingent on further review of possible unionization of additional employee positions and hydrogen production impacts on operating expense and revenue. Capital program is also being finalized.</i>																		

Table 4.0 Summary of Funding Requests (2 of 2)

Project Description		Total Amount of Funds	Total Obligated Amount	LTF	STA	Measure A	Obligated Section 5307 Indio/Cathedral City Palm Springs	American Rescue Plan Section 5307	Section 5311	Section 5311 (f)	LCTOP	CMAQ	Other Revenue	Farebox
OPERATING														
Operating Assistance		\$42,005,936	\$4,962,864	\$18,239,853		\$7,000,000	\$4,962,864	\$6,000,000	\$303,219				\$2,500,000	\$3,000,000
Commuter 10		\$391,918	\$0	\$25,709						\$215,555			\$150,654	
Vanpool Program		\$306,741	\$0	\$28,741								\$278,000		
111 Express		\$600,000	\$0	\$120,000								\$480,000		
SunRide Ride Share		\$250,000	\$0	\$50,000								\$200,000		
COD Haul Pass		\$220,000	\$0										\$220,000	
CSUSB Haul Pass		\$12,207	\$0										\$12,207	
Sub-total Operating		\$43,786,802	\$4,962,864	\$18,464,303	\$0	\$7,000,000	\$4,962,864	\$6,000,000	\$303,219	\$215,555	\$0	\$958,000	\$2,882,861	\$3,000,000
CAPITAL														
	Capital Project Number	Total Amount of Funds With Obligated	Total Obligated Amount	LTF	STA	Measure A	Obligated Section 5307 Indio/Cathedral City Palm Springs	CARES ACT Section 5307	Section 5311	Section 5311 (f)	LCTOP	CMAQ	Other Revenue	Farebox
Mobile Command Center	SL-23-01	\$500,000	\$400,000		\$100,000		\$400,000							
Shop Equipment	SL-23-02	\$247,000			\$247,000									
Driver Training Facility	SL-23-04	\$0												
Guard Shack Upgrade	SL-23-05	\$1,000,000			\$1,000,000									
Microgrid to Hydrogen Phase IV	SL-23-06	\$800,000									\$800,000			
Bus Shelters	SL-23-07	\$350,000			\$350,000									
IT Projects	SL-23-08	\$250,000			\$250,000									
Sub-total Capital		\$3,147,000	\$400,000	\$0	\$1,947,000	\$0	\$400,000	\$0	\$0	\$0	\$800,000	\$0	\$0	\$0
Total Operating & Capital		\$46,933,802	\$5,362,864	\$18,464,303	\$1,947,000	\$7,000,000	\$5,362,864	\$6,000,000	\$303,219	\$215,555	\$800,000	\$958,000	\$2,882,861	\$3,000,000

Table 4.0B Farebox Calculation

Table 4B - Farebox Calculation				
	Revenue Sources included in Farebox Calculation	Actual Amount from FY19/20 Audit	FY20/21 (Estimate)	FY21/22 (Plan)
1	Farebox Revenue	2,032,866.00	92,610.33	1,210,964.00
2	FTA CARES Act	2,000,000.00	5,000,000.00	846,920.00
3	Interest	13,851.00	6,512.04	7,239.75
4	Other Revenues	4,676,312.00	2,671,933.92	2,107,084.72
5	CRRSAA Funding	-	-	5,011,454.00
	Total Revenue for Farebox Calculation (1-13)	8,723,029.00	7,771,056.29	9,183,662.47
	Total Operating Expenses for Farebox Calculation	36,749,538.00	37,507,587.00	42,882,158.00
	Farebox Recovery Ratio	23.74%	20.72%	21.42%

Appendix A: SunLine Route Profiles

Route Numbers, Description, General Direction and Frequency	90
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Route 700 NB	115
Route 701 SB	116
Route 701 NB	117
Route 900 NB	118
Route 801 SB	119
Route 802 SB	120
Route 803 NB	121

Route Numbers, Description, General Direction and Frequency

Route #	Headsigns	Direction
1	Coachella - Palm Springs	E/W
2	Desert Hot Springs - Cathedral City	N/S
3	Desert Edge - Desert Hot Springs	E/W
4	Westfield Palm Desert - Palm Springs	E/W
5	Desert Hot Springs - Westfield Palm Desert	N/S
6	Coachella - Westfield Palm Desert	E/W
7	Bermuda Dunes/Indian Wells - La Quinta	N/S
8	North Indio - Thermal/Mecca	N/S
9	North Shore - Oasis	E/W
10	Indio - San Bernardino/MetroLink	E/W
1X	Express to Indio - Express to Palm Springs	E/W

Span of Service

Route #	Description	Direction	Start*	End**	Start*	End**	Start*	End**
1	Coachella - Via Hwy 111 - Palm Springs	E/W	5:00:00 AM	11:12:00 PM	5:00:00 AM	11:12:00 PM	5:00:00 AM	11:12:00 PM
2	Desert Hot Springs - Palm Springs - Cathedral City	N/S	5:15:00 AM	11:23:00 PM	5:15:00 AM	10:54:00 PM	5:15:00 AM	10:54:00 PM
3	Desert Edge - Desert Hot Springs	E/W	5:00:00 AM	8:46:00 PM	6:45:00 AM	8:40:00 PM	6:45:00 AM	8:40:00 PM
4	Westfield Palm Desert - Palm Springs	E/W	5:00:00 AM	11:13:00 PM	6:10:00 AM	9:50:00 PM	6:10:00 AM	9:50:00 PM
5	Desert Hot Springs - CSUSB Palm Desert - Westfield Palm Desert (AM)	N/S	6:10:00 AM	9:00:00 AM	N/A		N/A	
5	Desert Hot Springs - CSUSB Palm Desert - Westfield Palm Desert (PM)	N/S	3:00:00 PM	6:51:00 PM	N/A		N/A	
6	Coachella - Via Fred Waring - Westfield Palm Desert	E/W	5:50:00 AM	8:45:00 PM	6:15:00 AM	9:18:00 PM	6:15:00 AM	9:18:00 PM
7	Bermuda Dunes - Indian Wells - La Quinta	N/S	5:15:00 AM	8:51:00 PM	5:10:00 AM	9:20:00 PM	5:10:00 AM	9:20:00 PM
8	North Indio - Coachella - Thermal/Mecca	N/S	5:30:00 AM	10:42:00 PM	5:35:00 AM	10:59:00 PM	5:35:00 AM	10:59:00 PM
9	North Shore - Mecca - Oasis	E/W	5:45:00 AM	10:34:00 PM	5:40:00 AM	10:29:00 PM	5:40:00 AM	10:29:00 PM
10	Indio - CSUSB-PDC - CSUSB - San Bernardino Transit Center (SBTC)/MetroLink (AM)	E/W	5:20:00 AM	2:00:00 PM	N/A		N/A	
10	Indio - CSUSB-PDC - CSUSB - San Bernardino Transit Center (SBTC)/MetroLink (PM)	E/W	12:50:00 PM	8:00:00 PM	N/A		N/A	
1X	Express to Indio - Express to Palm Springs (AM)	E/W	5:30:00 AM	11:07:00 AM	N/A		N/A	
1X	Express to Indio - Express to Palm Springs (PM)	E/W	1:30:00 PM	7:07:00 PM	N/A		N/A	
* First trip starts								
** Last trip ends								

FY22 Fixed Route Fleet

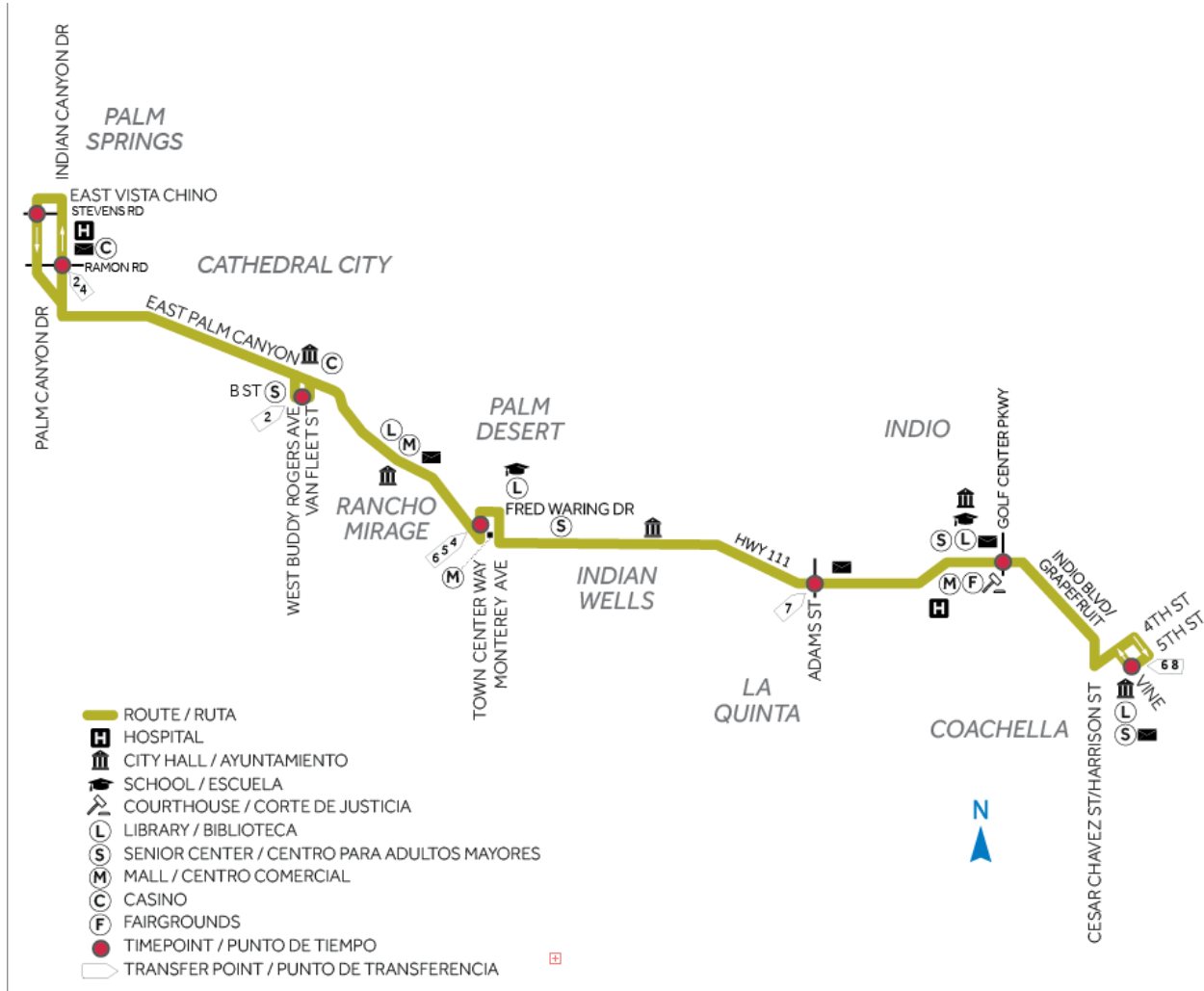
Route #	Weekday		Saturday		Sunday	
	VOMS	Buses needed to operate service*	VOMS	Buses needed to operate service*	VOMS	Buses needed to operate service*
1	14	14	12	16	12	16
2	12	12	5	5	5	5
3	1	1	1	1	1	1
4	7	8	5	5	5	5
5	2	2	0	0	0	0
6	3	3	3	3	3	3
7	2	2	1	1	1	1
8	4	6	4	5	4	5
9	3	4	4	6	4	6
10	2	2	0	0	0	0
1X	3	3	0	0	0	0
	53	57	35	42	35	42

School Trips	Weekday		Saturday		Sunday	
	AM	PM	AM	PM	AM	PM
200	1		0		0	
400	1		0		0	
401		1		0		0
402		1		0		0
500		1		0		0
700	1		0		0	
701		1		0		0
800	3		0		0	
801		1		0		0
802		1		0		0
	6	6	0	0	0	0
Total	59	63	35	42	35	42

Route 1

Coachella – Via Hwy 111 – Palm Springs

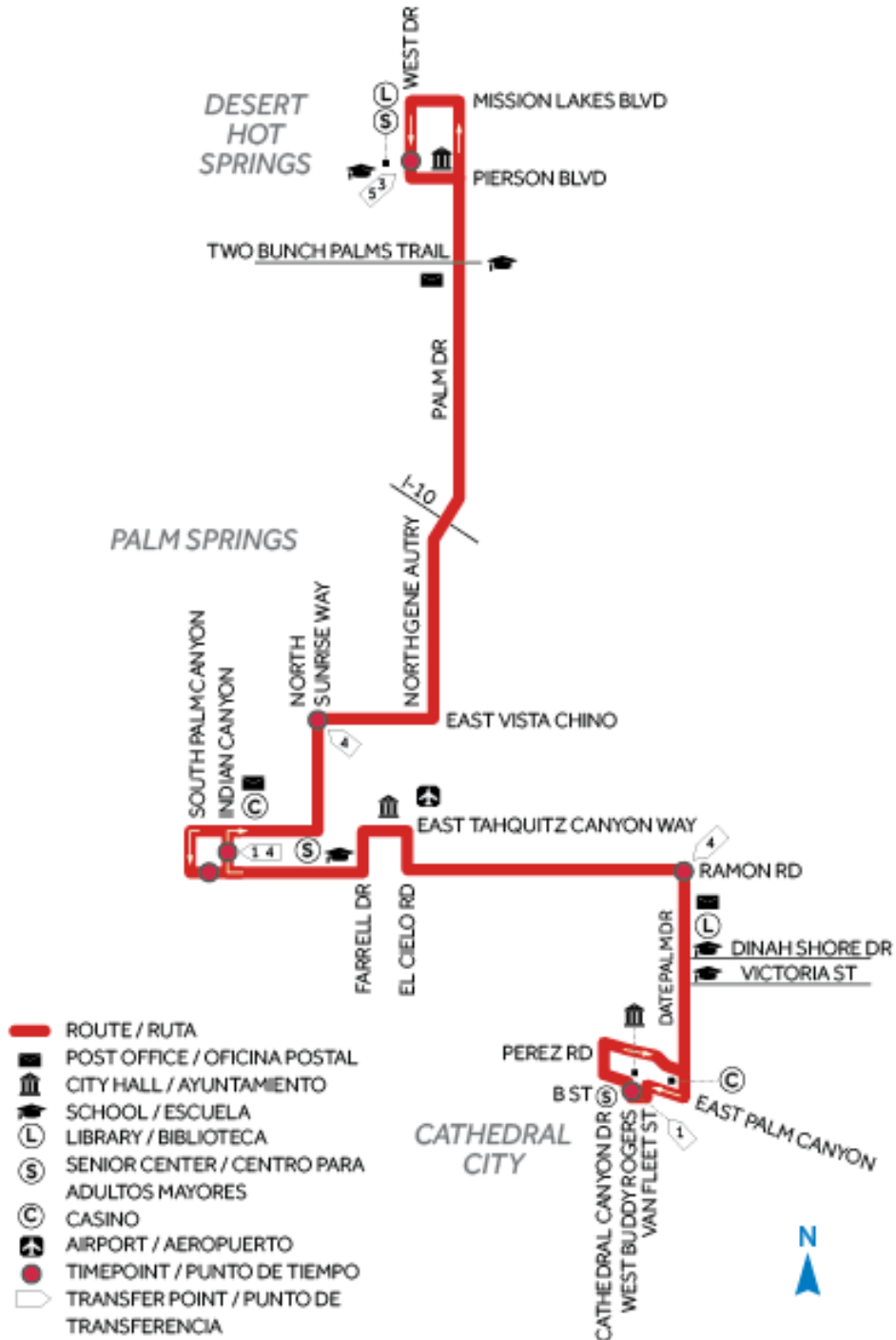
Route 1 is SunLine’s most popular route, which operates seven days a week with 20-minute frequency and connects Palm Springs with Coachella using portions of East Palm Canyon Drive and Highway 111. It also serves the cities of Indio, La Quinta, Indian Wells, Palm Desert, Rancho Mirage and Cathedral City. A variety of destinations are served, including retail and commercial centers, libraries, senior centers, city halls, recreational attractions, schools and medical centers. The route also provides convenient connections for customers needing to transfer to SunLine routes 2, 4, 5, 6, 7 and 8. Those transfer points are located at 5th Street at Vine Avenue in Coachella (connections with routes 6 and 8), Highway 111 at Adams Street in La Quinta (connections with Route 7), Town Center Way at Hahn Road in Palm Desert (connections with routes 4, 5 and 6), B Street at Buddy Rogers Avenue in Cathedral City (connections with Route 2), and Indian Canyon at Ramon Road in Palm Springs (connections with routes 2 and 4). Looking ahead, studies are underway to possibly boost service frequency to every 15 minutes, which is a proposal from the most recent Comprehensive Operational Analysis. That move would be contingent on available funding and Board approval. Previously called Route 111, the route was renamed in January of 2021.



Route 2

Desert Hot Springs – Palm Springs – Cathedral City

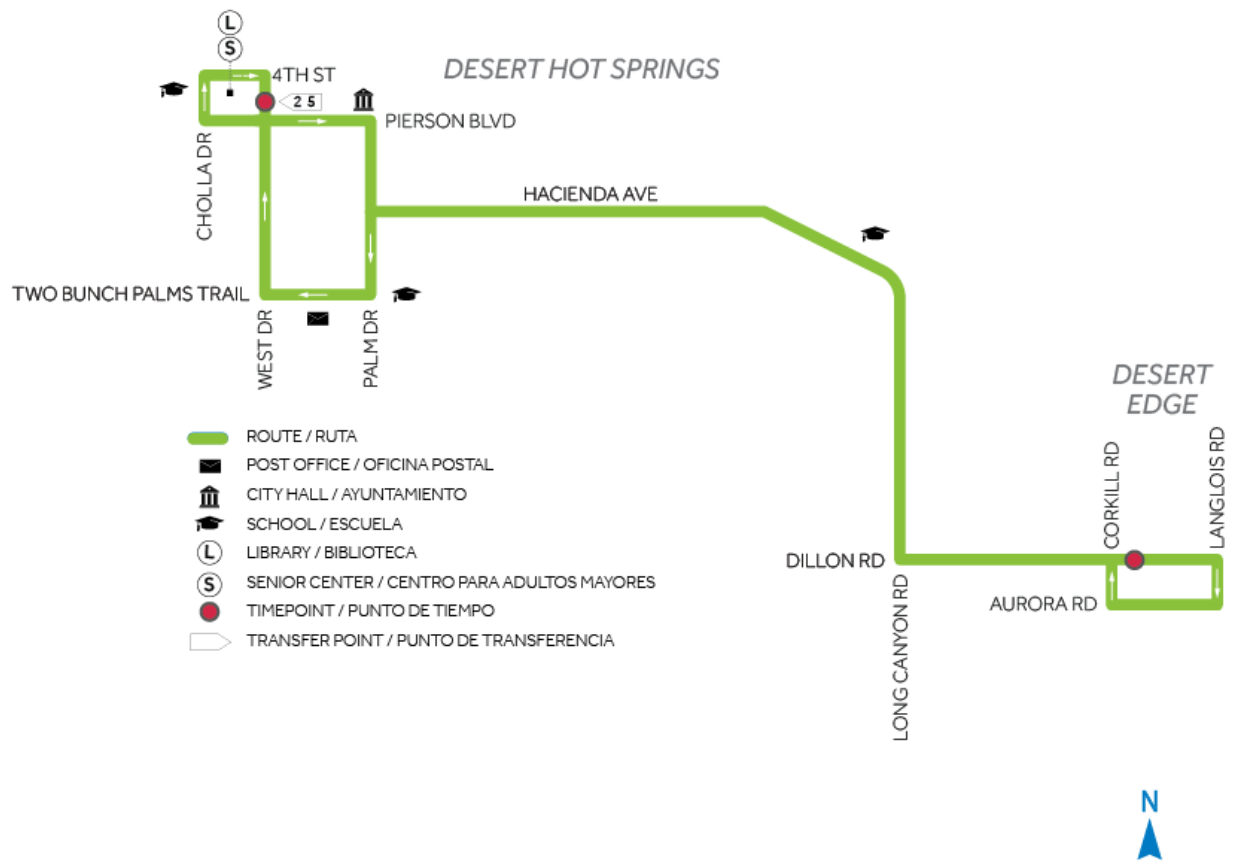
Route 2 is one of SunLine’s higher performing routes which operates seven days a week with 20-minute frequency and connects Desert Hot Springs with Palm Springs and Cathedral City. A variety of destinations are served, including retail and commercial centers, libraries, senior centers, city halls, recreational attractions, schools, medical centers as well as Palm Springs International Airport. A significant portion of Route 2 ridership is driven by customers living in Desert Hot Springs who work in downtown Palm Springs. The route also provides convenient connections for customers needing to transfer to SunLine routes 1, 3, 4 and 5. Those transfer points are located at B Street at Buddy Rogers Avenue in Cathedral City (connection with Route 1), Ramon Road at Date Palm Drive in Cathedral City (connection with Route 4), Indian Canyon Drive at Ramon Road in Palm Springs (connections with routes 1 and 4), Sunrise Way at Vista Chino in Palm Springs (connection with Route 4), and West Drive at Pierson Boulevard in Desert Hot Springs (connections with Routes 3 and 5). Looking ahead, studies are underway to possibly boost service frequency to every 15 minutes, which is a proposal from the most recent Comprehensive Operational Analysis. That move would be contingent on available funding and Board approval. Route 2 was combined from previous routes 14 and 30, and renamed in January of 2021.



Route 3

Desert Edge – Desert Hot Springs

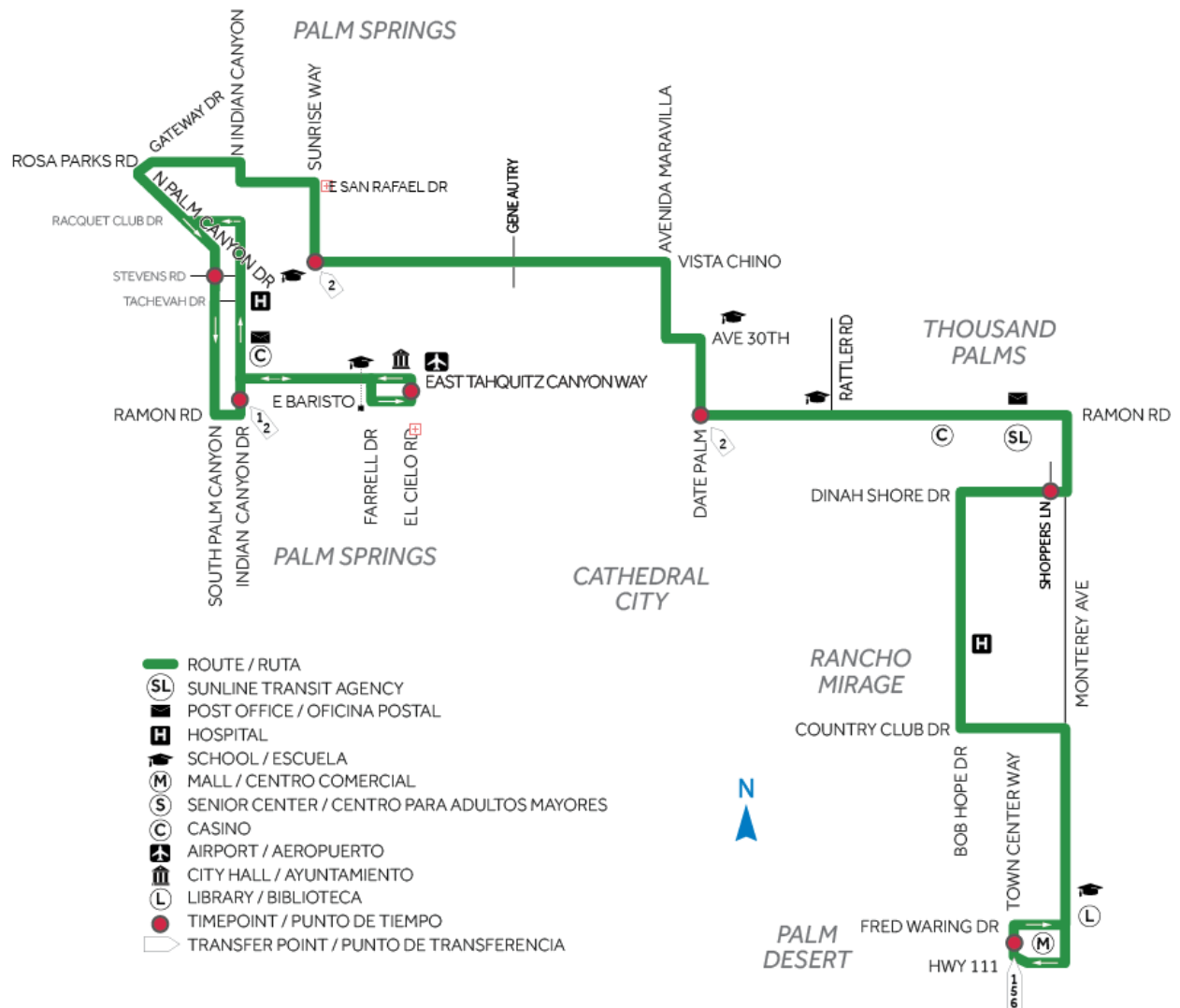
Route 3 operates seven days a week with 60-minute frequency, connecting Desert Edge with Desert Hot Springs. A variety of destinations are served, including retail and commercial centers, libraries, senior centers, city halls, recreational attractions and schools. The route also provides convenient connections for customers needing to transfer to SunLine routes 2 and 5. The transfer point is located at West Drive at Pierson Boulevard in Desert Hot Springs. Looking ahead, studies are underway to possibly boost service peak weekday frequency to every 30 minutes, which is a proposal from the most recent Comprehensive Operational Analysis. That move would be contingent on available funding and Board approval. Previously called route 15, the route was renamed in January of 2021.



Route 4

Westfield Palm Desert – Palm Springs

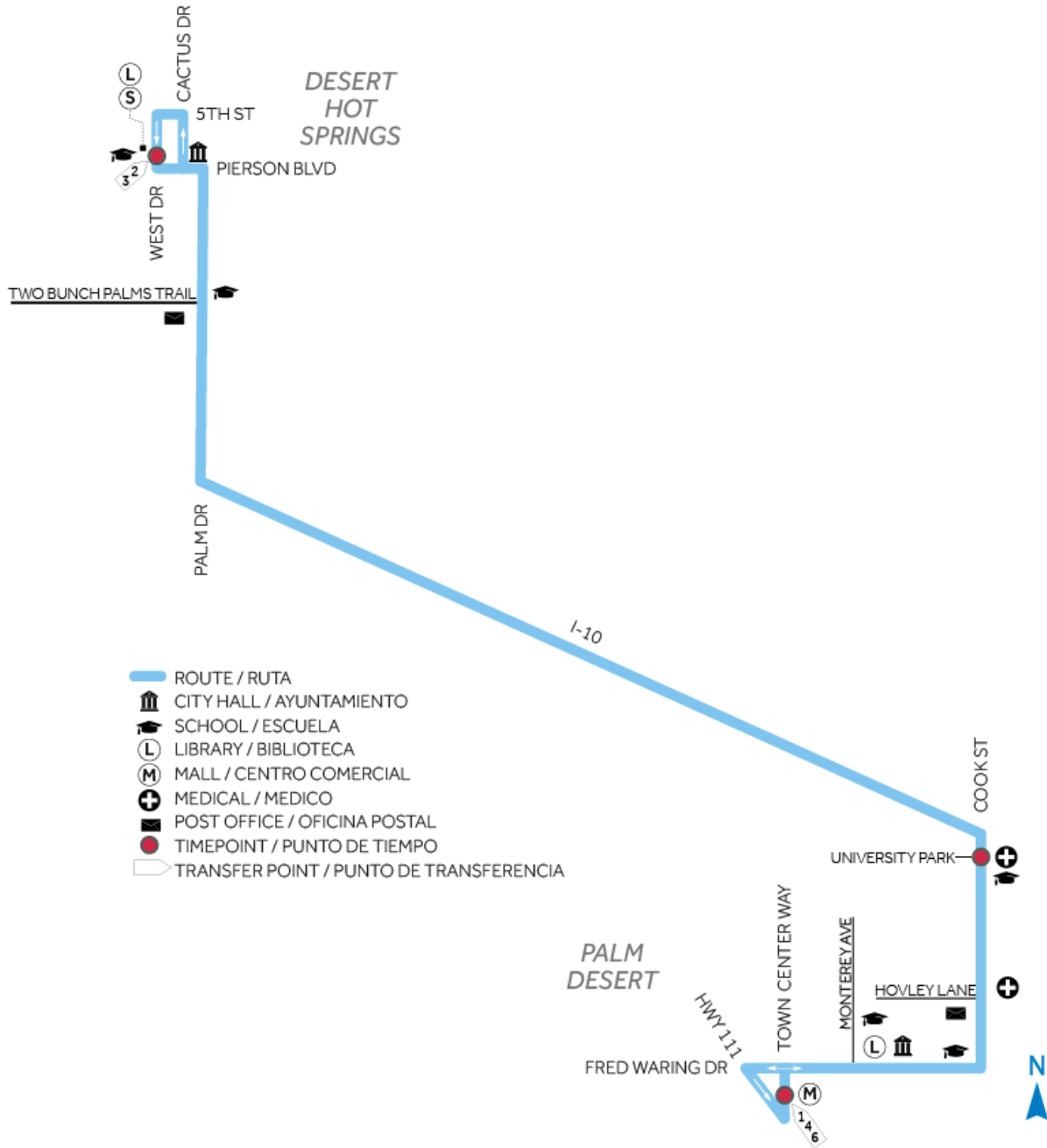
Route 4 is one of SunLine’s higher performing routes which operates seven days a week with 40-minute frequency, connecting Palm Springs with Palm Desert. It also serves the cities of Thousand Palms, Rancho Mirage and Cathedral City. A variety of destinations are served, including retail and commercial centers, libraries, senior centers, city halls, recreational attractions, schools, medical centers and Palm Springs International Airport. The route also provides convenient connections for customers needing to transfer to SunLine routes 1, 2, 5 and 6. Those transfer points are located at Ramon Road at Date Palm Drive in Cathedral City (connection with Route 2), Indian Canyon Drive at Ramon Road in Palm Springs (connections with routes 1 and 2), Sunrise Way at Vista Chino in Palm Springs (connection with Route 2), and Town Center Way at Hahn Road (connections with routes 1, 5 and 6). Looking ahead, studies are underway to possibly boost service peak weekday frequency to every 30 minutes, which is a proposal from the most recent Comprehensive Operational Analysis. That move would be contingent on available funding and Board approval. Route 4 was combined from previous routes 24 and 32, the route was renamed in January of 2021.



Route 5

Desert Hot Springs – CSUSB Palm Desert – Westfield Palm Desert

Route 5 operates five days a week with 60-minute frequency, connecting Desert Hot Springs with Palm Desert using a portion of the I-10 freeway. A variety of destinations are served, including retail and commercial centers, libraries, senior centers, city halls, recreational attractions and schools. The route also provides convenient connections for customers needing to transfer to SunLine routes 1, 2, 3, 4 and 6. The transfer points are located at West Drive at Pierson Blvd in Desert Hot Springs (connections with routes 2 and 3) and Town Center Way at Hahn Road in Palm Desert (connections with routes 1, 4 and 6). Looking ahead, studies are underway to possibly boost service frequency to every 40 minutes, which is a proposal from the most recent Comprehensive Operational Analysis. That move would be contingent on available funding and Board approval. Route 5 was combined from previous routes 20 and 21, and renamed in January of 2021.



Route 6

Coachella – Via Fred Waring – Westfield Palm Desert

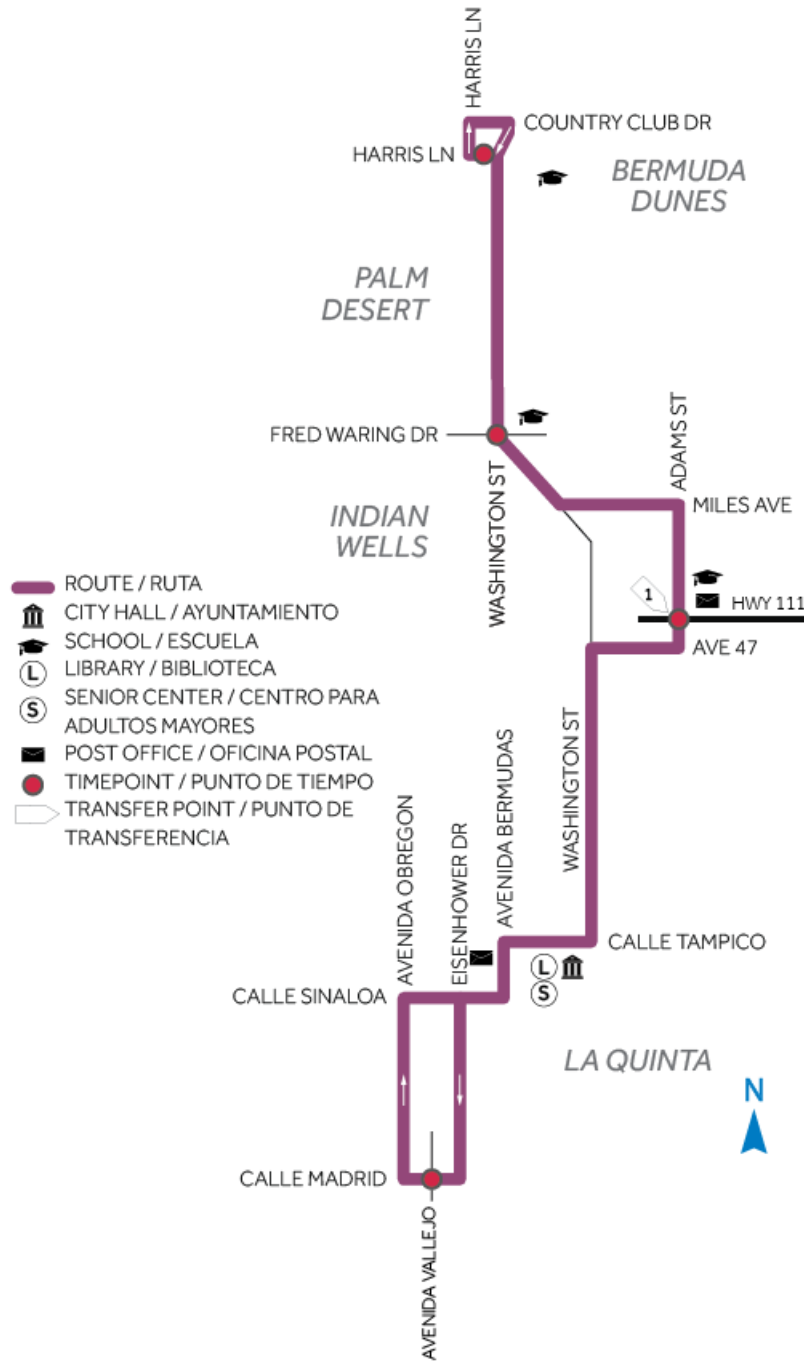
Route 6 operates seven days a week with 45-minute frequency on weekdays and 60-minute frequency on weekends, connecting Palm Desert with Coachella using a portion of Fred Waring Drive. It also serves the cities of Indio, La Quinta and Indian Wells. A variety of destinations are served, including retail and commercial centers, libraries, senior centers, city halls, recreational attractions and schools. The route also provides convenient connections for customers needing to transfer to SunLine routes 1, 4, 5 and 8. The transfer points are located at 5th St at Vine Ave in Coachella (connections with routes 1 and 8) and Town Center Way at Hahn Road in Palm Desert (connections with routes 1, 4 and 5). Looking ahead, studies are underway to possibly boost service peak weekday frequency to every 30 minutes, which is a proposal from the most recent Comprehensive Operational Analysis. That move would be contingent on available funding and Board approval. Launched in January or 2021, the Route 6 previously served portions of routes 54, 80, 81 and 91.



Route 7

Bermuda Dunes – Indian Wells – La Quinta

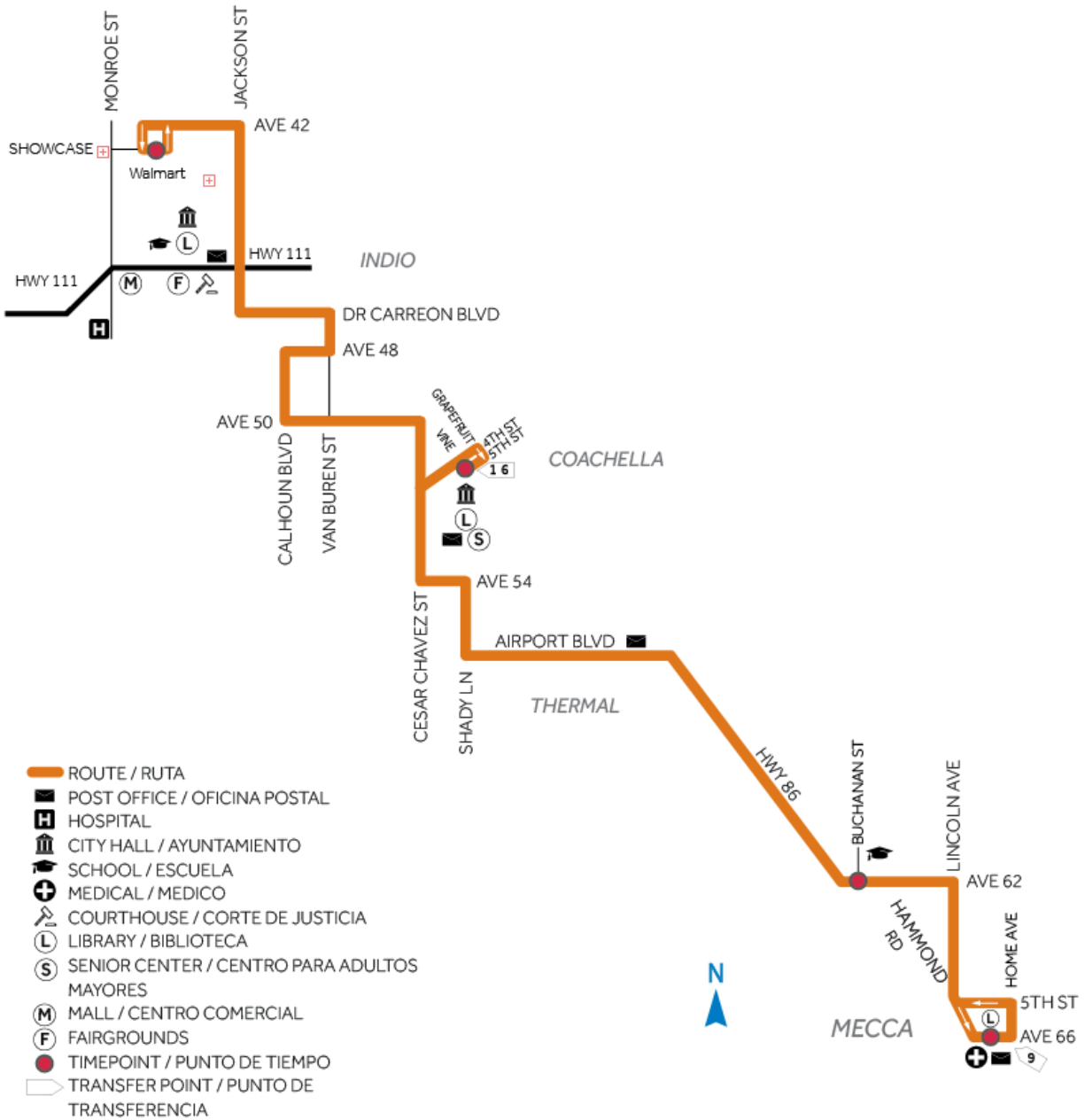
Route 7 operates seven days a week with 45-minute frequency on weekdays and 1-hour 45-minute frequency on weekends, connecting Bermuda Dunes with La Quinta. A variety of destinations are served, including retail and commercial centers, libraries, senior centers, city halls, recreational attractions and schools. The route also provides a convenient connection for customers needing to transfer to SunLine’s Route 1. The transfer point is located at Hwy. 111 at Adams Street in La Quinta. Looking ahead, studies are underway to possibly boost service peak weekday frequency to every 30 minutes, which is a proposal from the most recent Comprehensive Operational Analysis. That move would be contingent on available funding and Board approval. Previously called Route 70, the route was renamed in January of 2021.



Route 8

North Indio – Coachella – Thermal/Mecca

Route 8 is one of SunLine’s critical routes linking the unincorporated part of the eastern Coachella Valley to the rest of SunLine’s network. The route, which operates seven days a week with 40-minute frequency on weekdays and 60-minute frequency on weekends, connects Indio with Thermal/Mecca, and also serving the city of Coachella. A variety of destinations are served, including retail and commercial centers, libraries, senior centers, city halls, recreational attractions, schools and medical centers. The route also provides convenient connections for customers needing to transfer to SunLine routes 1, 6 and 9. Those transfer points are located at Avenue 66 at Mecca Health Clinic in Mecca (connection to Route 9) and 5th Street at Vine Avenue in Coachella (connection to routes 1 and 6). Route 8 was combined from previous routes 80, 81, 90 and 91, and renamed in January of 2021.



Route 9

North Shore – Mecca – Oasis

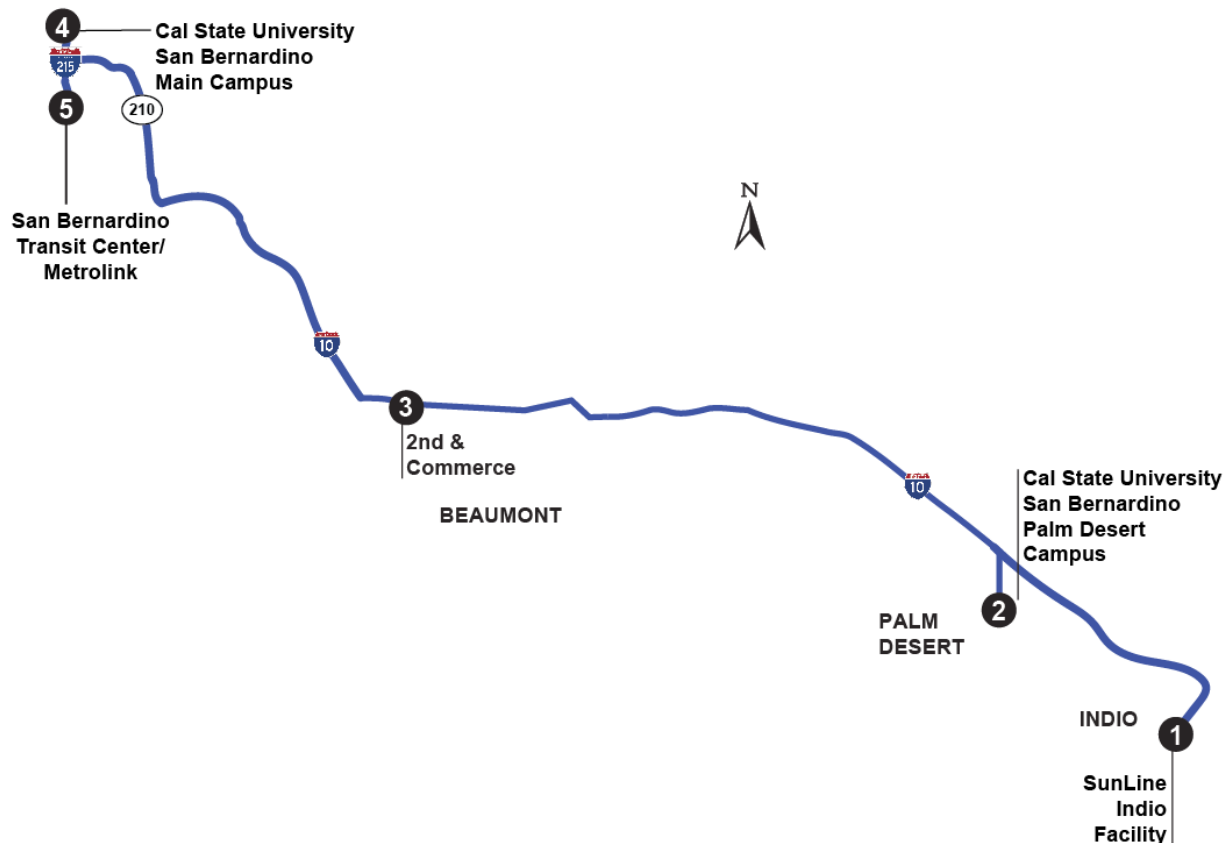
Route 9 operates seven days a week with 60-minute frequency, connects North Shore with Oasis. A variety of destinations are served, including libraries, recreational attractions, medical centers and schools. The route also provides a convenient connection for customers needing to transfer to SunLine’s Route 8. The transfer point is located at Avenue 66 at Mecca Health Clinic. Route 9 was combined from previous routes 90, 91 and 95, and renamed in January of 2021.



Route 10 Commuter Link

Indio – CSUSB (PDC) – CSUSB – San Bernardino Transit Center (SBTC) / Metrolink

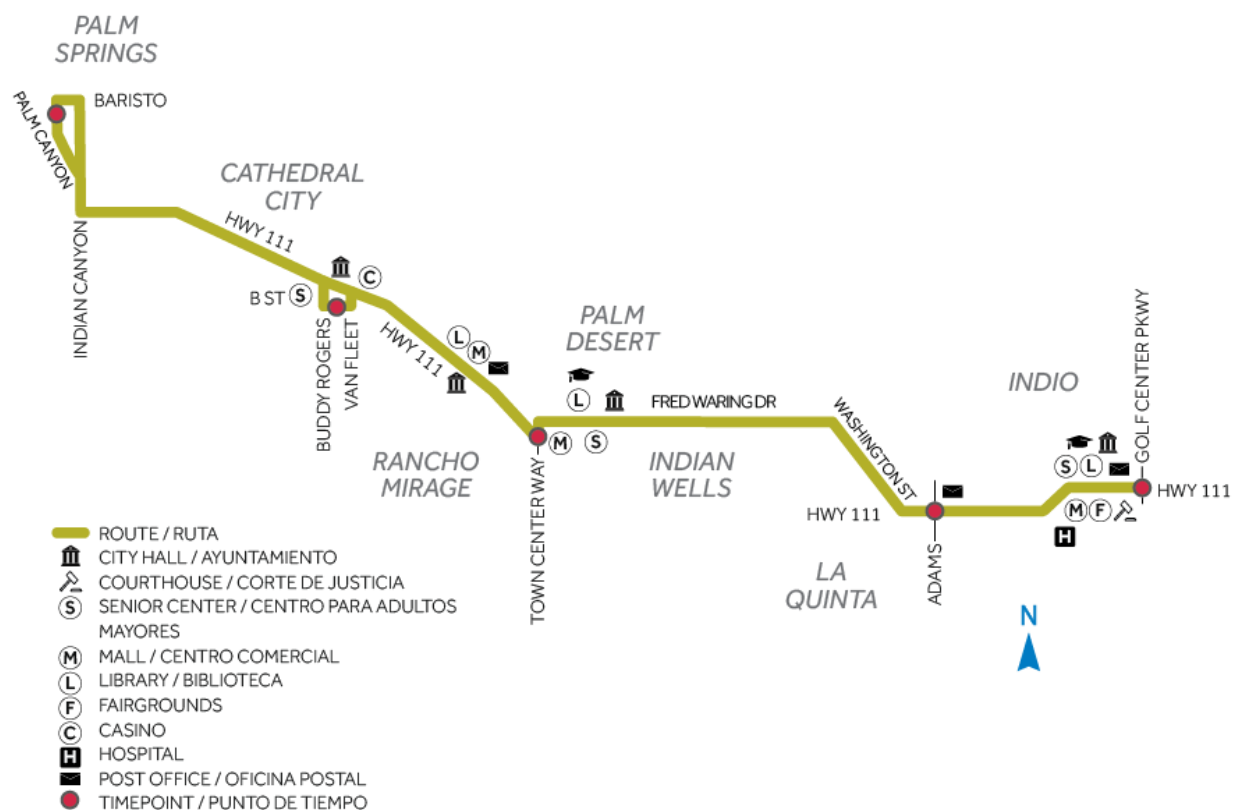
The Route 10 Commuter Link is designed to improve regional service between the Coachella Valley and the Inland Empire. For students, the 10 Commuter Link will provide a direct connection between California State University San Bernardino’s campuses in Palm Desert and San Bernardino. It will also provide service to the San Bernardino Transit Center for connections with Metrolink trains as well as routes served by Riverside Transit Agency, Omnitrans, Victor Valley Transit Authority and Mountain Transit. The 10 Commuter Link was temporarily on hold due to ridership declines and school closures from the COVID-19 pandemic and is now slated to begin service July 12, 2021.



Route 1X

Express to Indio – Express to Palm Springs

Route 1X is a new limited-stop express route that will connect Palm Springs and Indio. The majority of the route will travel along Highway 111 with a stop at B Street at Buddy Rogers Avenue and another on Town Center Way at Hahn Road to provide service to an already established bus stop and a high-density area. The purpose of Route 1X is to provide faster travel times between key stops and one additional weekday trip per hour on the Highway 111 corridor. The route will serve five stops in all, at South Palm Canyon at Baristo Road in Palm Springs, B Street at Buddy Rogers Avenue in Cathedral City, Town Center Way at Hahn Road in Palm Desert, Highway 111 at Adams Street in La Quinta and Highway 111 at Golf Center Parkway in Indio. Route 1X is slated to begin service September 7, 2021.



School Trippers

School tripper buses are traditionally added to regular routes when service reaches capacity or special alignments/deviations are created to address a specific demand for service. These buses are open to both students and members of the public. Rider information related to these routes must be shared with the general public. SunLine is currently serving Desert Sands Unified School District campuses and will begin serving Palm Springs Unified School District campuses when in-person learning resumes. School tripper service is a limited-stop service that operates on the following schedules shown on the following maps. Tripper routes were renamed in January of 2021 as a part of the SunLine Refueled Initiative.

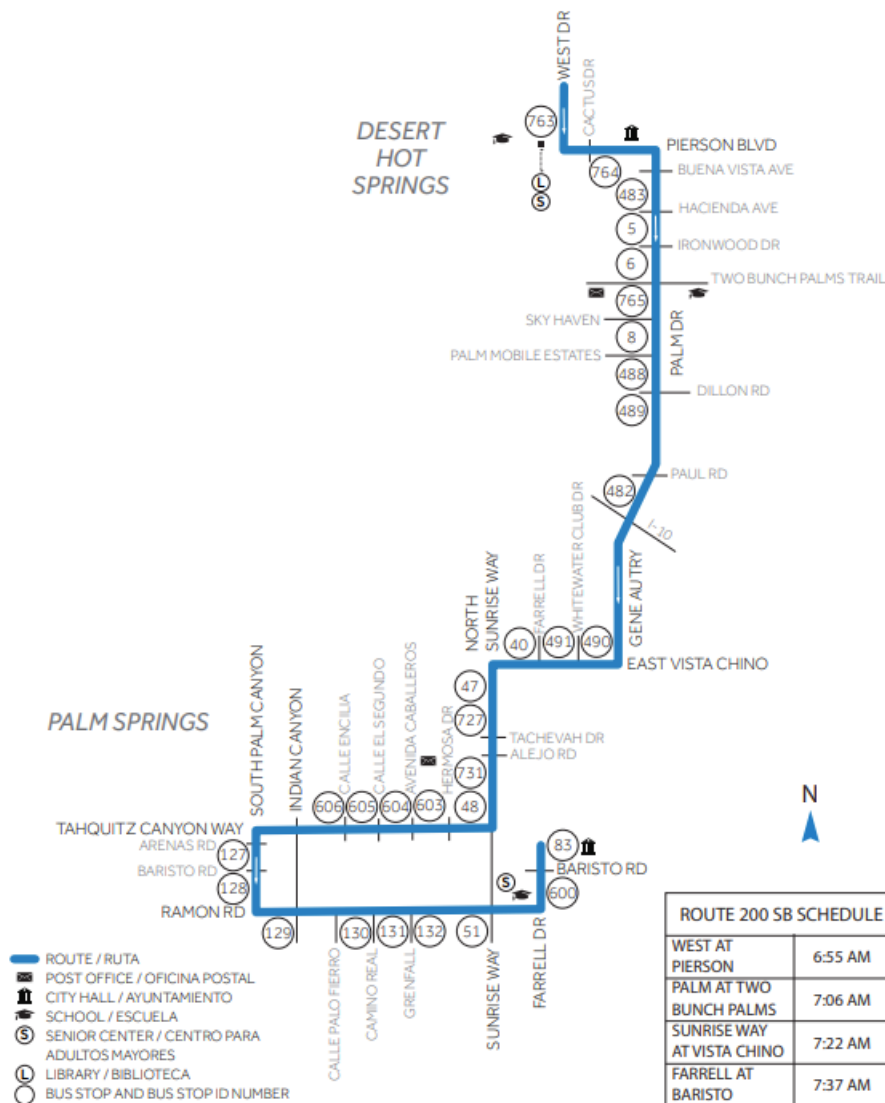
Route 200 SB

Palm Springs High School
AM Tripper

ROUTE 200 SB

PALM SPRINGS HIGH SCHOOL

AM TRIPPER



Route 400 SB

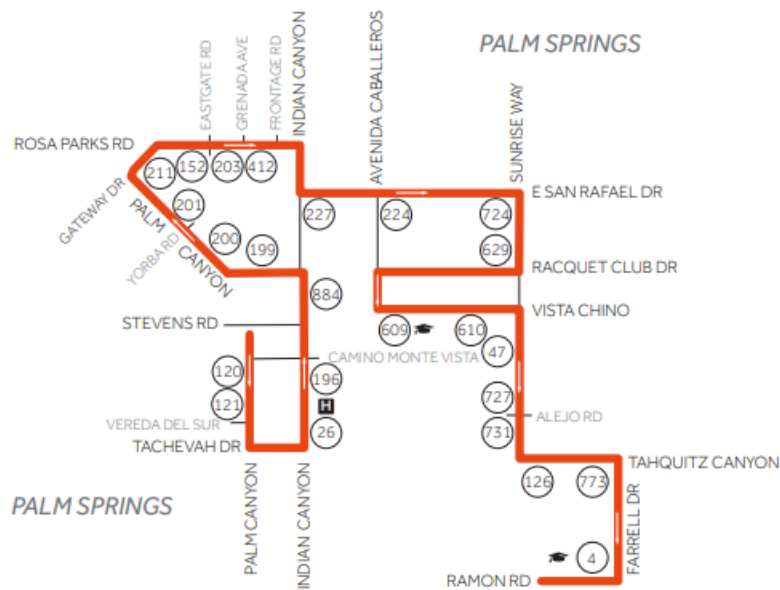
Raymond Cree/Palm Springs High School

AM Tripper

ROUTE 400 SB

RAYMOND CREE / PALM SPRINGS HS

AM TRIPPER



ROUTE 400 SB SCHEDULE	
PALM CANYON AT STEVENS	6:55 AM
VISTA CHINO AT SUNRISE	7:21 AM
RAMON AT FARRELL	7:32 AM



- ROUTE / RUTA
- POST OFFICE / OFICINA POSTAL
- HOSPITAL
- SCHOOL / ESCUELA
- BUS STOP AND BUS STOP ID NUMBER

Route 402 NB

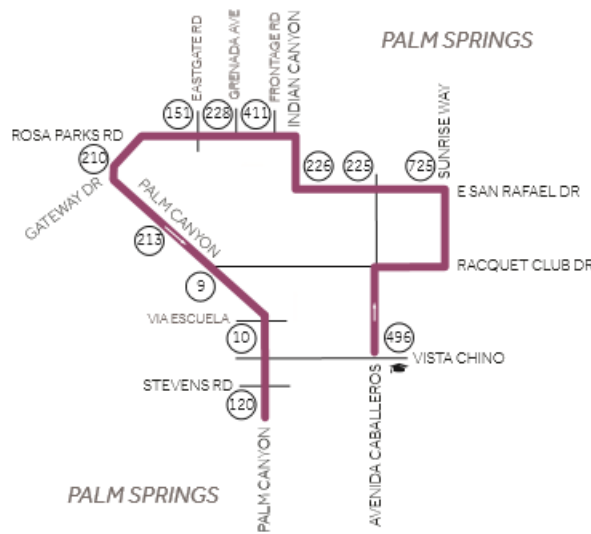
Palm Canyon/Stevens

AM Tripper

ROUTE 402 NB

PALM CANYON / STEVENS

AM TRIPPER



ROUTE 402 NB SCHEDULE	
AVENIDA CABALLEROS AT VISTA CHINO	10:55 AM
PALM CANYON AT STEVENS	11:17 AM



- ROUTE / RUTA
- SCHOOL / ESCUELA
- BUS STOP AND BUS STOP ID NUMBER

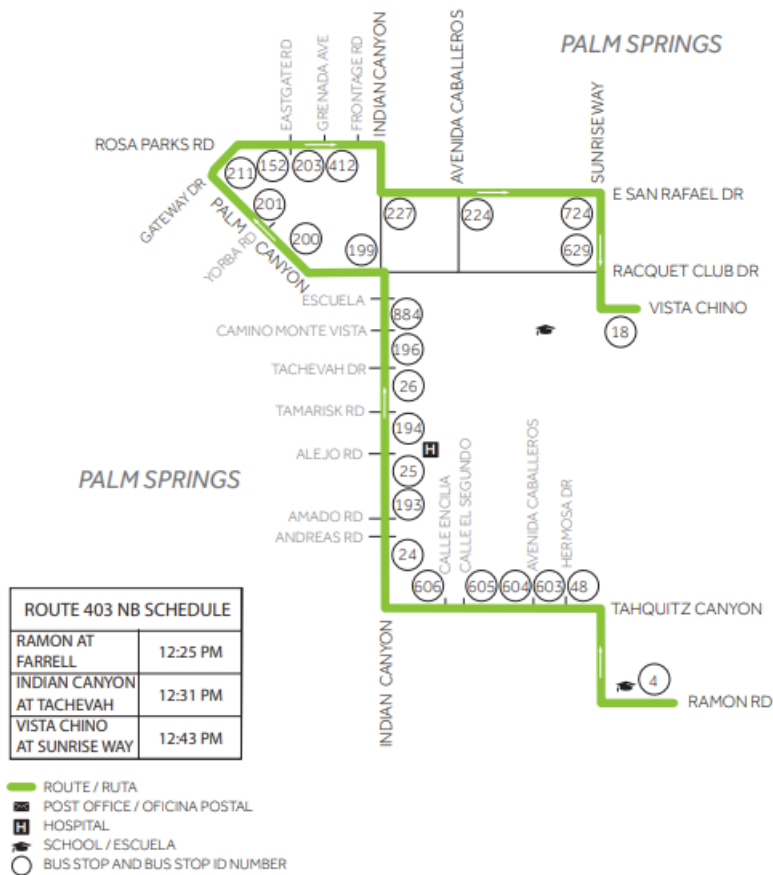
Route 403 NB

Vista Chino/Sunrise
PM Tripper

ROUTE 403 NB

VISTA CHINO / SUNRISE

PM TRIPPER

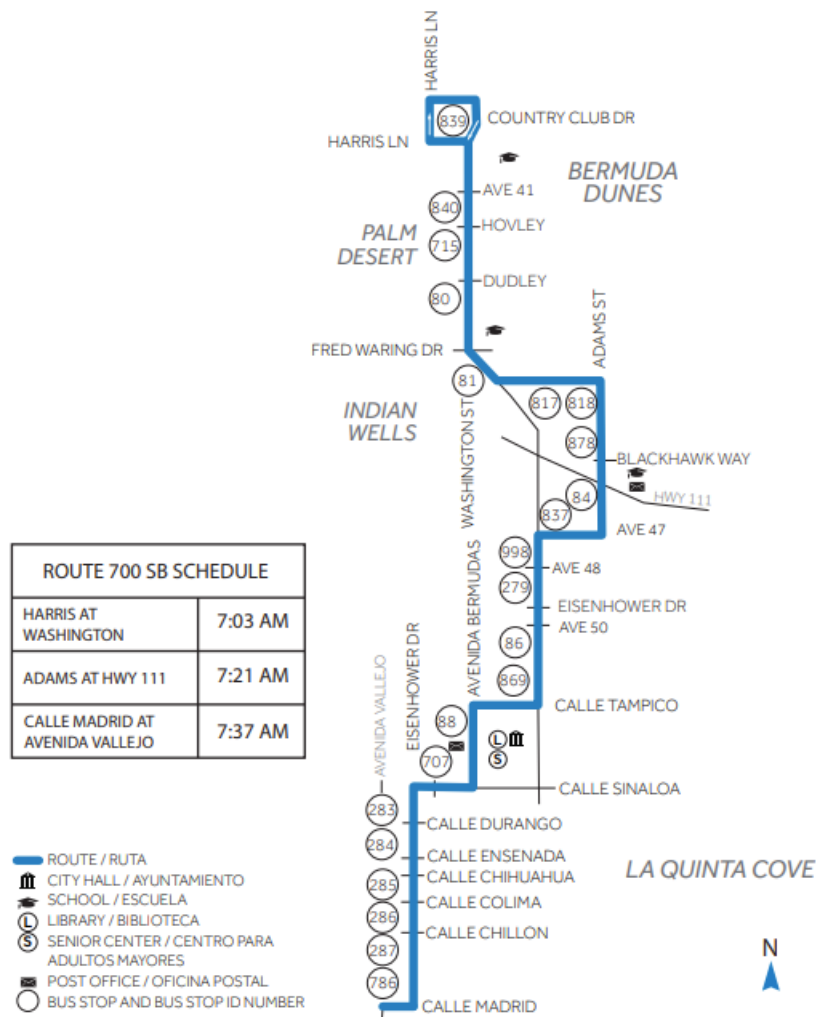


Route 700 SB

Harris/Washington – Calle Madrid/AVN Vallejo
AM Tripper

ROUTE 700 SB

HARRIS / WASHINGTON - CALLE MADRID / AVN VALLEJO AM TRIPPER

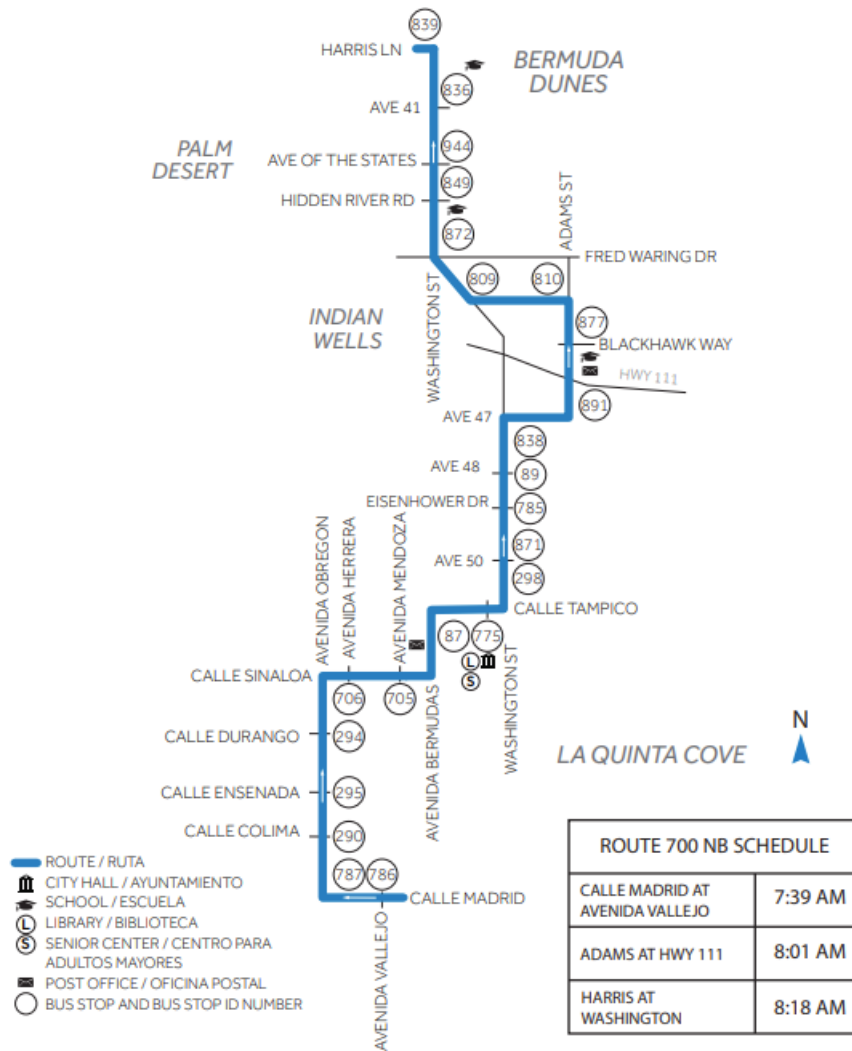


Route 700 NB

Calle Madrid/Avn Vallejo – Harris/Washington
AM Tripper

ROUTE 700 NB

CALLE MADRID / AVN VALLEJO
HARRIS / WASHINGTON
AM TRIPPER

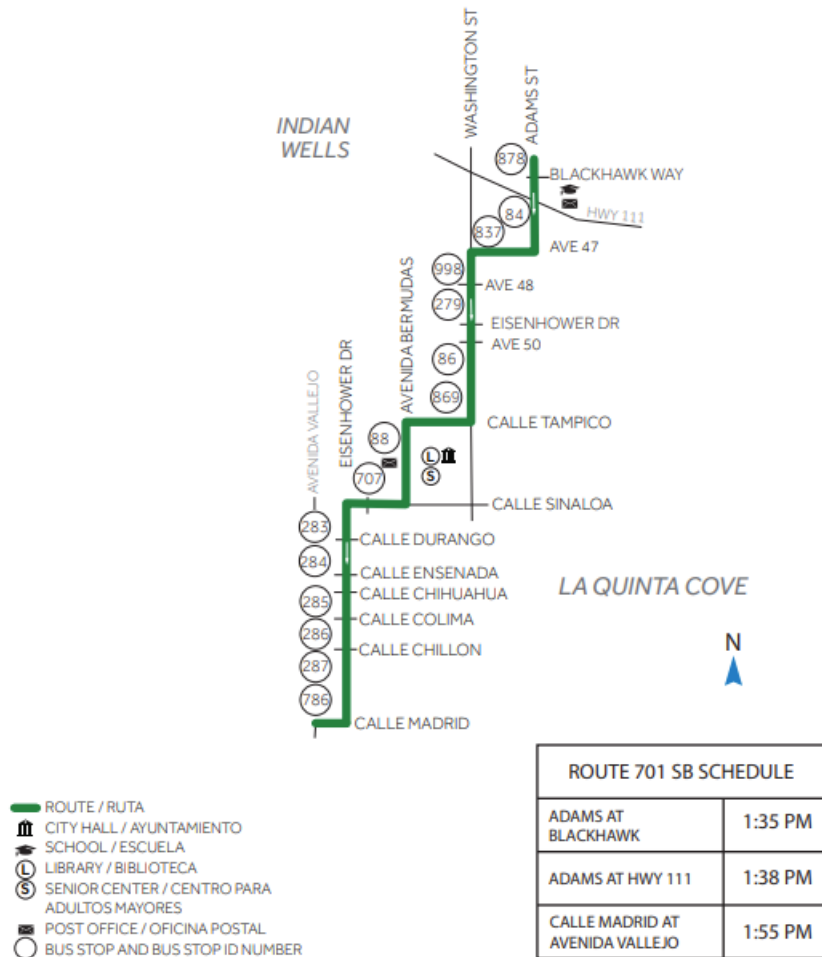


Route 701 SB

Calle Madrid/Avn Vallejo
PM Tripper

ROUTE 701 SB

CALLE MADRID / AVN VALLEJO PM TRIPPER

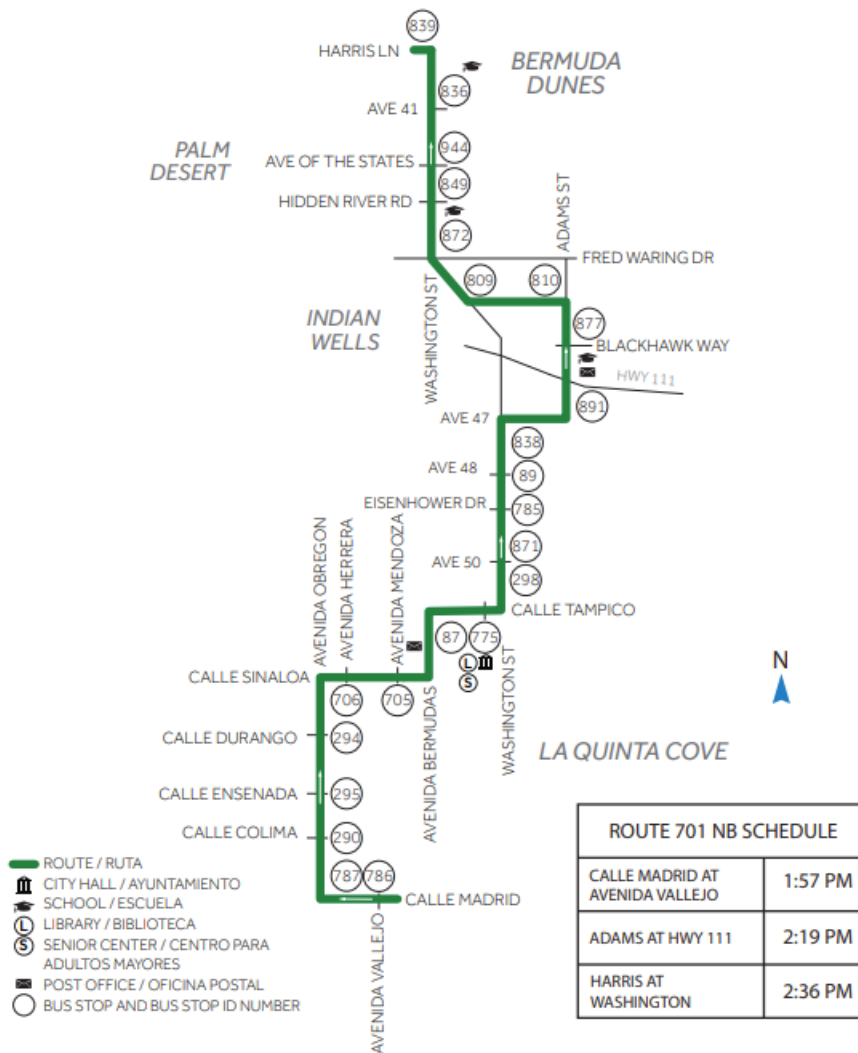


Route 701 NB

Harris/Washington
PM Tripper

ROUTE 701 NB

HARRIS / WASHINGTON PM TRIPPER

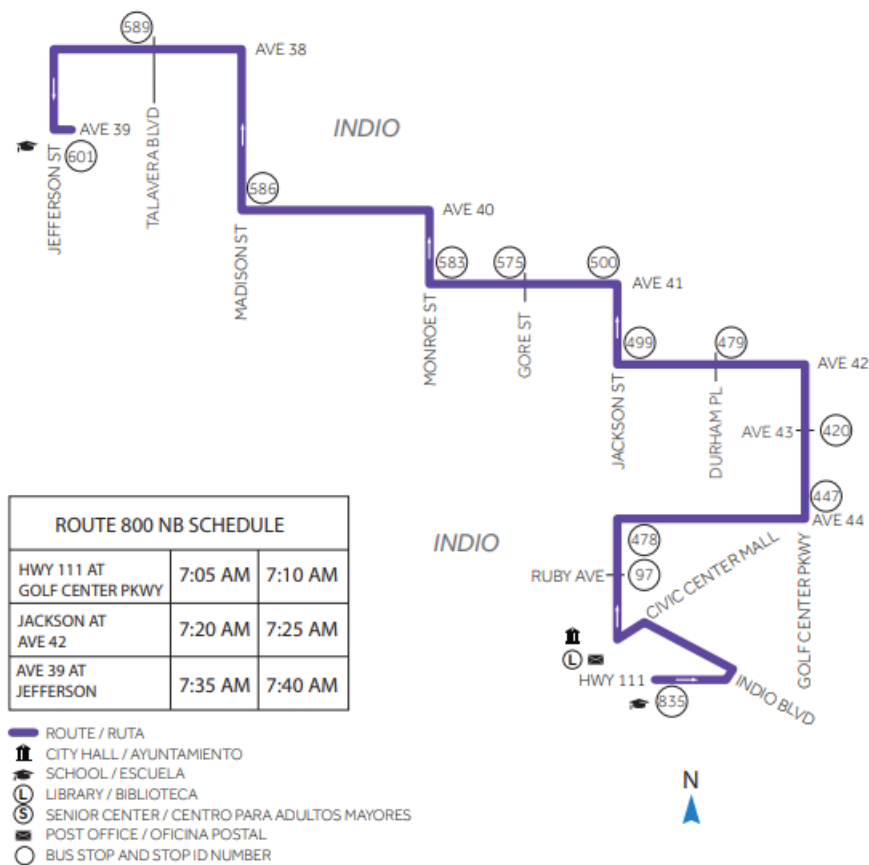


Route 900 NB

Shadow Hills High School
AM Tripper

ROUTE 800 NB

SHADOW HILLS HIGH SCHOOL
AM TRIPPER

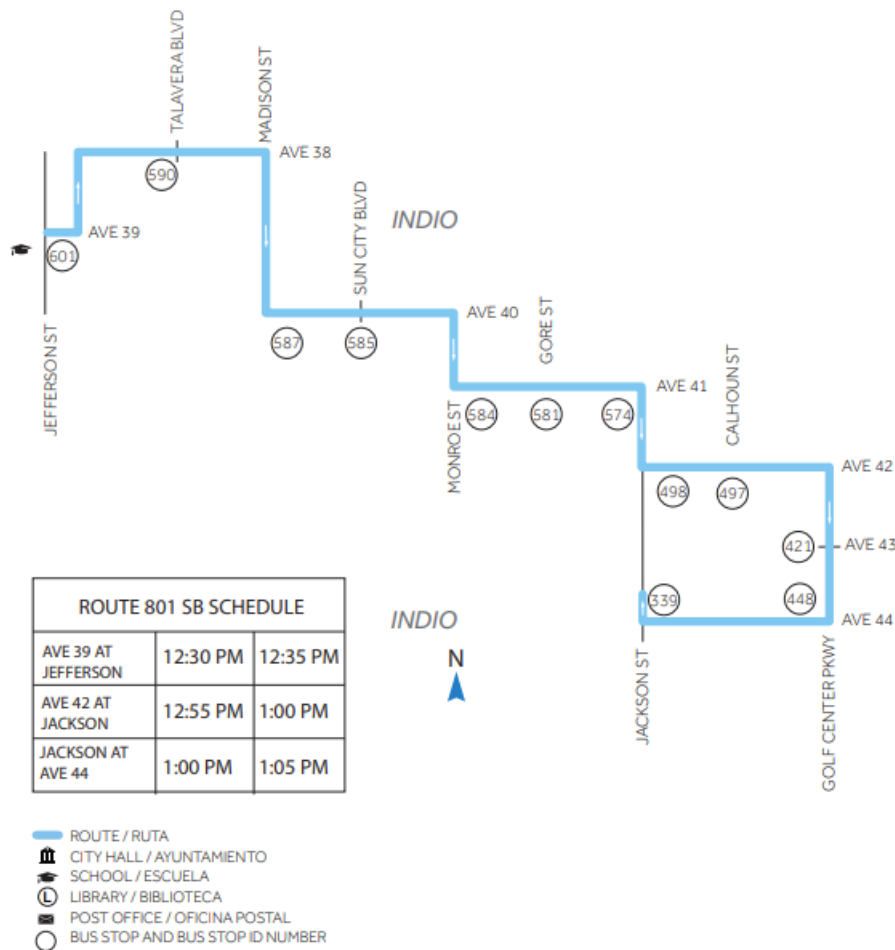


Route 801 SB

Jackson/44th
PM Tripper

ROUTE 801 SB

JACKSON / 44TH
PM TRIPPER

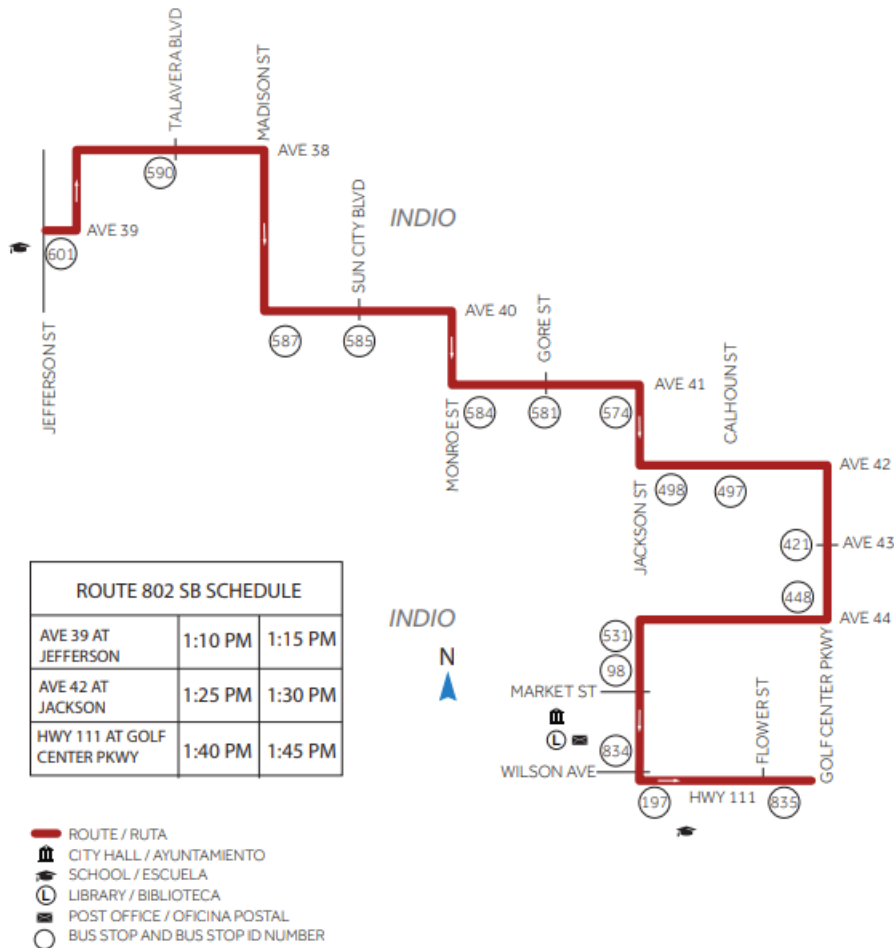


Route 802 SB

Hwy 111/Golf Center Pkwy
PM Tripper

ROUTE 802 SB

HWY 111 / GOLF CENTER PKWY
PM TRIPPER

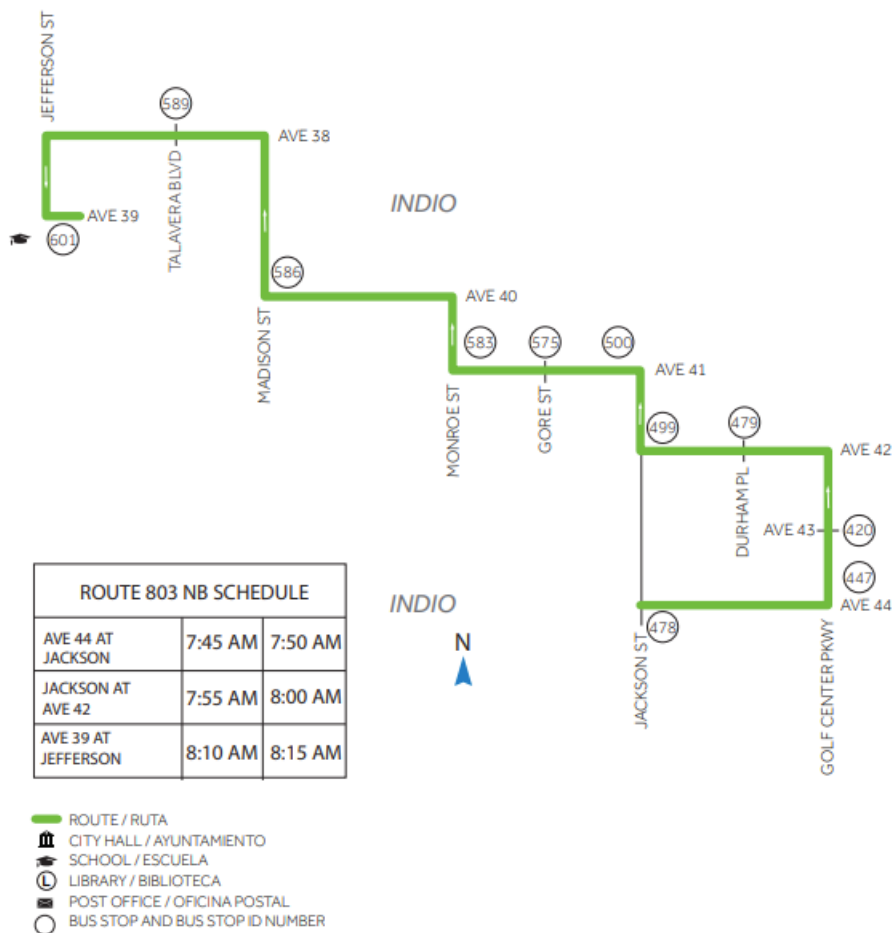


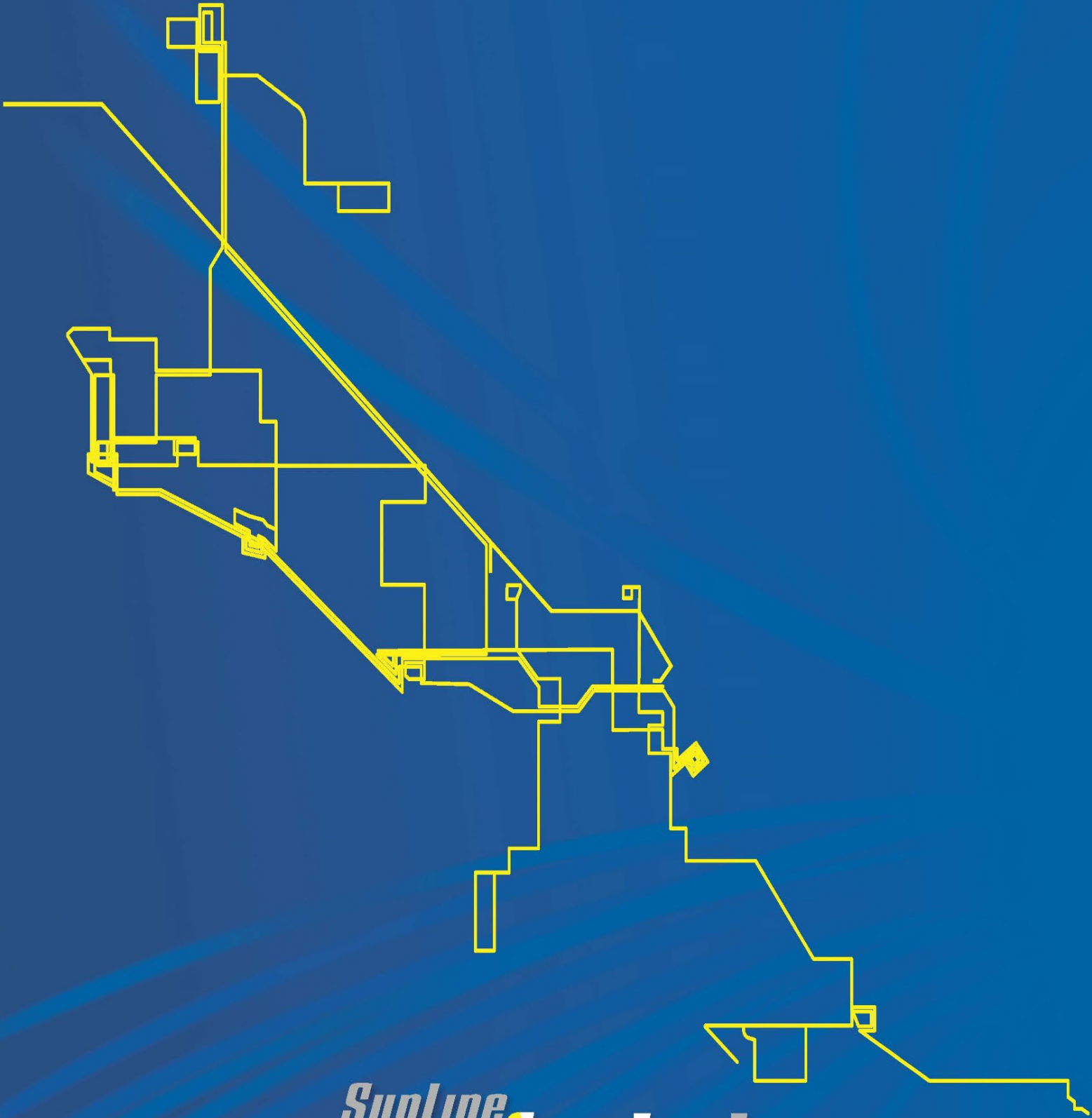
Route 803 NB

Shadow Hills High School
AM Tripper

ROUTE 803 NB

SHADOW HILLS HIGH SCHOOL AM TRIPPER





SunLine
Refueled
DRIVING THE FUTURE OF TRANSIT

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