



# STRATEGIC RECOVERY PLAN FOR TRANSIT SERVICES

Effective Date: June 26, 2022

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# STRATEGIC RECOVERY PLAN FOR TRANSIT SERVICES

- Adding routes
- Improving connectivity
- Increasing frequency
- Pursuing competitive funding to improve transit services



image of transit operations center

# SUN METRO WINS COMPETITIVE FUNDING FOR IMPROVED SERVICE

Sun Metro recently received notification of a **\$450,000** grant award under the American Rescue Plan Act of 2021 to conduct a study to:

- enhance transit services via cost-effective methods
- attract new users
- stimulate economic activity
- reduce greenhouse gas emissions and the effects of climate change



image of transit operations center



image of 2 women looking at a cell phone

# STRATEGIC RECOVERY PLAN FOR TRANSIT SERVICES

## INCREASED FREQUENCY

- Changes are a result of our **data-driven** approach to service modifications.
- Data allows us to add routes and buses where there is a **high demand for service**.
- Data also drives the frequency of service and elimination of duplication to **enhance the customer experience**.



# STRATEGIC RECOVERY PLAN FOR TRANSIT SERVICES **CONNECTED TO ECONOMIC DEVELOPMENT**

- Data allows us to **strategically grow ridership** back to pre-pandemic levels and stimulates the economy
- Transit-Oriented Developments can **provide connectivity, accessibility, quality of place, and market potential values** around TODs and stations
- Transit **supports jobs, gets people to work, provides workforce mobility, and fosters business anchors** along pedestrian routes

# STRATEGIC RECOVERY PLAN FOR TRANSIT SERVICES

## INCREASED FREQUENCY

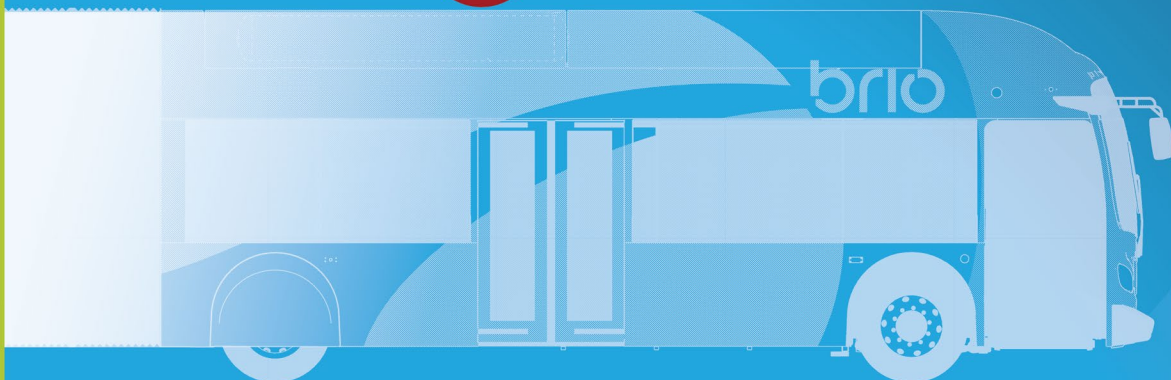
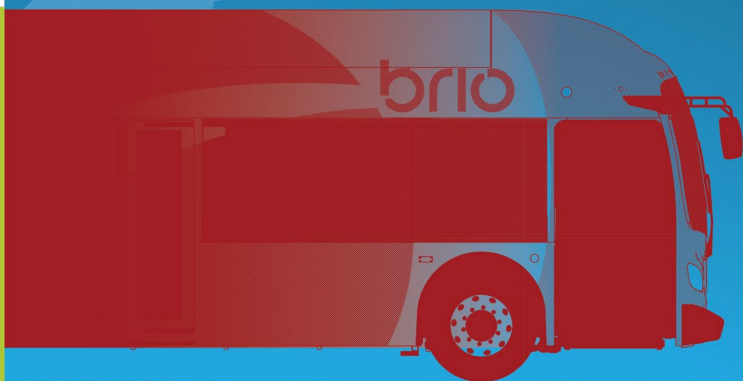
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### SUNDAY ROUTES ADDED

- ROUTE 44: SEAN HAGGERTY VIA MCCOMBS
- ROUTE 50: MONTANA
- ROUTE 53: GEORGE DIETER VIA MONTWOOD
- ROUTE 89: ZARAGOZA BRIDGE CIRCULATOR
- ROUTE 205: MESA BRIO
- ROUTE 206: ALAMEDA BRIO
- ROUTE 207: DYER BRIO



image of BRIO bus



# HOLIDAY SERVICE WILL RESUME ON JULY 4TH

We will provide Sunday service hours and routes on holidays recognized by the City on select regular and Brio route.

# STRATEGIC RECOVERY PLAN FOR TRANSIT SERVICES

**SUNDAY  
BRIO  
SERVICES  
IMPROVED  
CONNECTIVITY**



image of BRIO routes

# STRATEGIC RECOVERY PLAN FOR TRANSIT SERVICES

## INCREASED FREQUENCY AND IMPROVED CONNECTIVITY

Route	Service	Modifications
Route 7	Split Route Added Frequency	Route/Schedule Change: This route has been cut to only service from Walmart Transmountain to ESTT. The route will now run every 60 minutes Monday - Saturday.
Route 8	Added Service	Route/Schedule Change: This route has been extended to turn around at Zaragoza/George Dieter. The route will now run every 60 minutes Monday - Saturday.
Route 37	Added Service	Route/Schedule Change: Added service to Magnetic/Hondo Pass/Echo/Moonlight with a frequency of 60 minutes Monday - Saturday.
Route 53	Added Service and Frequency	Route/Schedule Change: This route will experience a route change to be extended to Bob Mitchell and Montwood HS. The route will also have 1 unit added to increase frequency from every hour to every 35 minutes Monday - Saturday.
Route 54	Added Service	Route/Schedule Change: This route will experience a route change to turn around at Bob Mitchell and cover Montwood HS. The route will also have a slight schedule change to every 50 minutes Monday - Saturday.
Route 67	Added Service	Route/Schedule Change: Added Service Knights/McCarthy/Alameda with a frequency of 70 minutes Monday - Saturday.
Route 87	Added Service and Frequency	New Route: This route is the second part of route 7. It will service ESTT to EPCC-VV Campus. This new route will run every 30 minutes.
Route 89	Added Service	Schedule Change: This route will experience a minor schedule change Monday - Saturday to extend hours now starting at 0500 and have the last trip leave MVTC at 2000.

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## INCREASED FREQUENCY



Image of BRIOs

Route	Change	Modifications
Mesa Brio	Schedule	BRIO routes will now begin Revenue Service starting at 0500 Monday - Friday with a constant frequency of 15 minutes. On Saturday, Revenue Service will begin at 0800 with a frequency of 20 minutes
Dyer Brio	Schedule	
Alameda Brio	Schedule	

# STRATEGIC RECOVERY PLAN FOR TRANSIT SERVICES

## Outreach Plan

- One-on-one interviews with local print, online, and TV media
- News Release
- Ads in local newspapers
- Information tables at all Transit Centers
- Information on Shelters
- Handouts inside buses
- Social media campaign
- Website notification



Image of Outreach team member speaking with a passenger



# Thank you

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