



# Project Update to Mass Transit Board

January 18, 2023

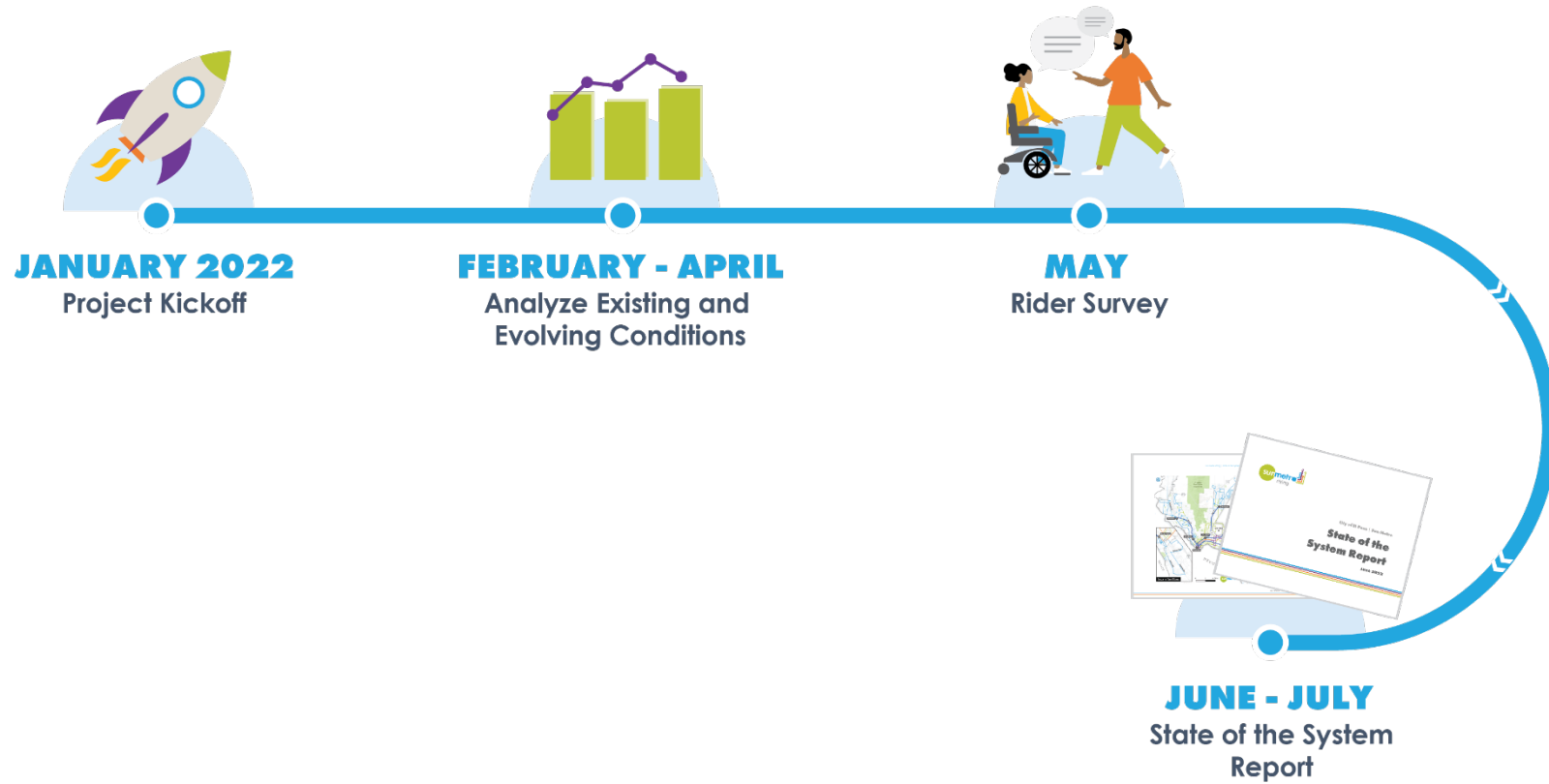


# Agenda

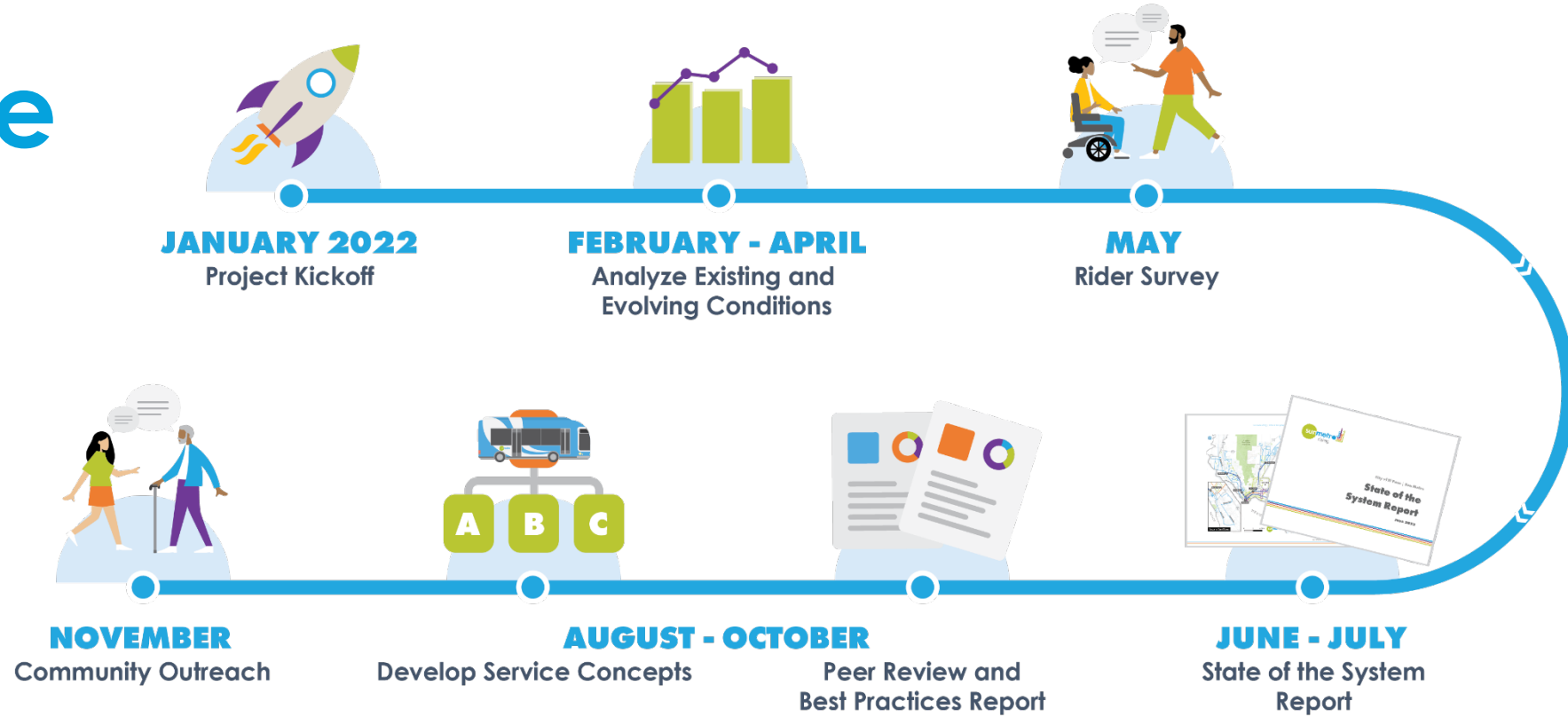
- 1 Project Timeline
- 3 Challenges and Potential Improvements
- 3 Community Outreach
- 4 Service Concepts
- 5 Discussion



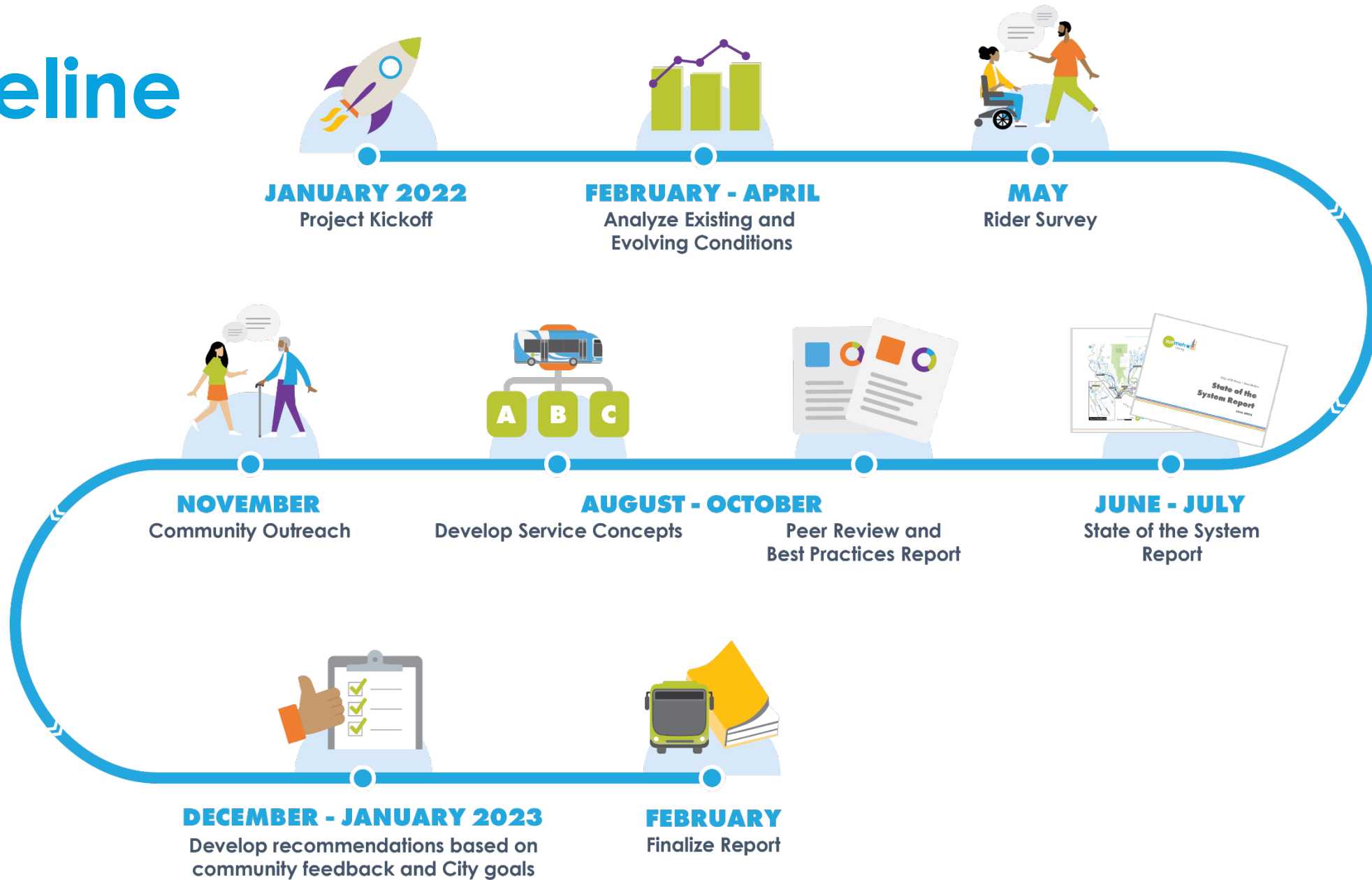
# Timeline



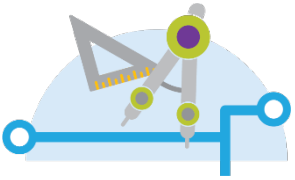
# Timeline



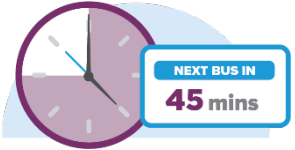
# Timeline



# Existing Challenges



Several routes are indirect and confusing.



Most local routes run every 45-90 minutes.

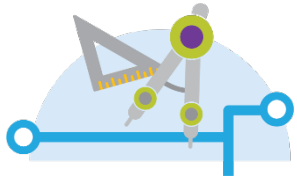


Late night service is limited with many routes ending before 9pm.

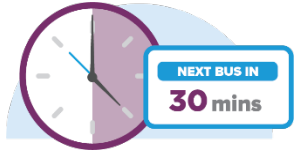


Sunday has not been fully restored due to staffing issues.

# Potential Improvements



Direct routes that are simpler and reduce travel time.



Redesigned routes to run more frequently and reduce wait times.

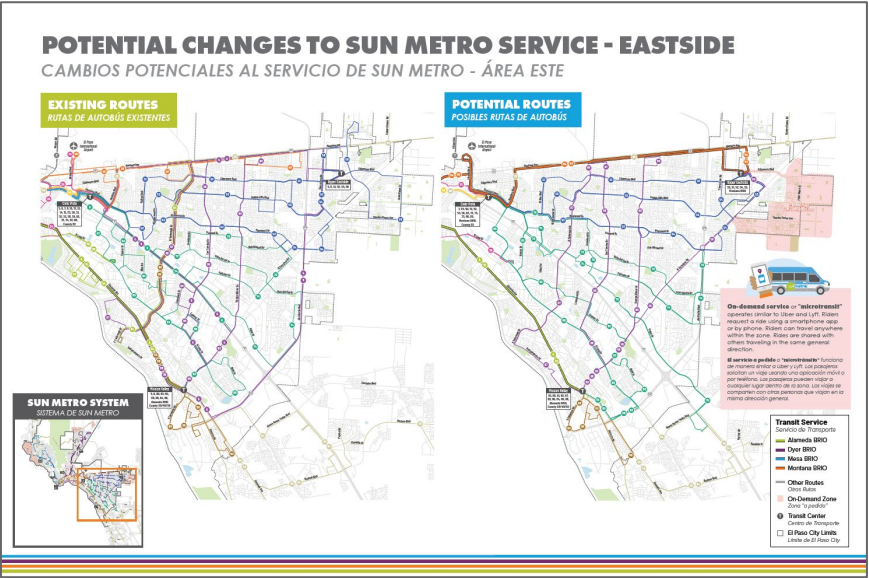
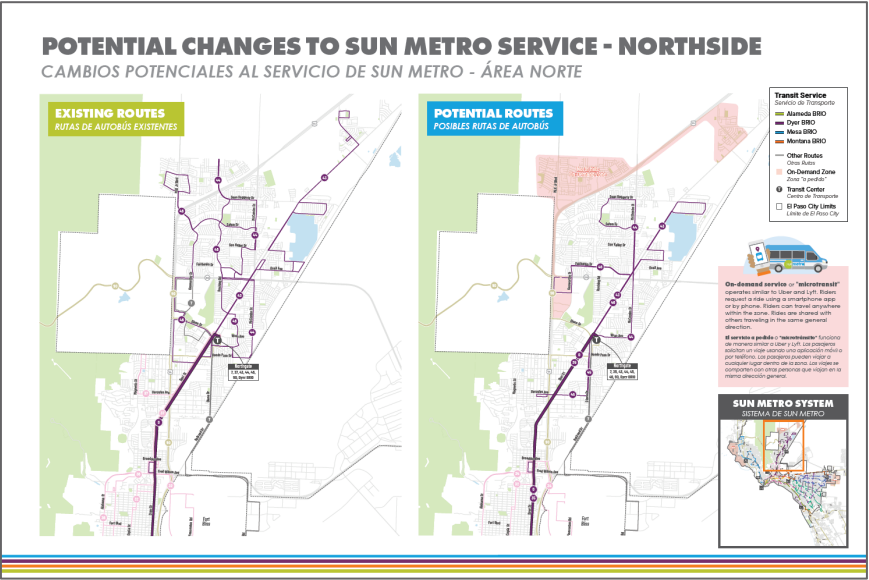
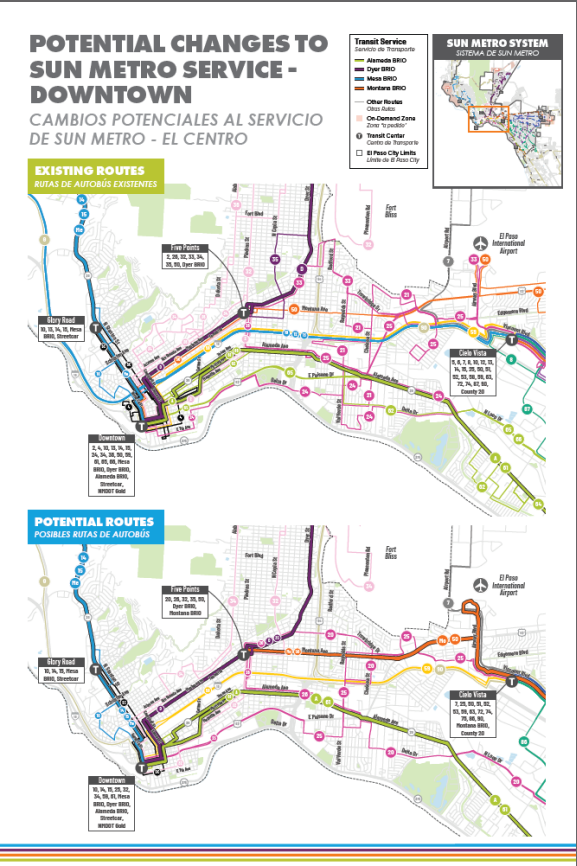
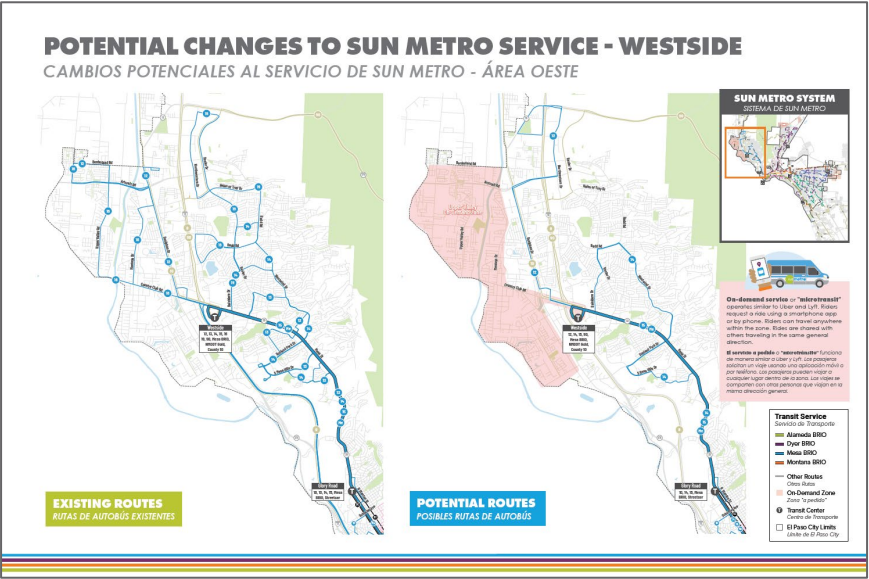


Consistency between local routes and BRIO routes on BRIO corridors.



On-demand service in low ridership areas that are difficult to serve.

# Potential Route Changes





# Community Outreach

- Rider outreach at all 6 major transit centers
  - Consultants and Sun Metro outreach team
  - Bilingual staff and materials
- Public meetings
  - Virtual meeting
  - In-person meeting
- Online community survey
- Stakeholder discussions
- Citizen's Advisory Board presentation

<b>Tuesday, November 8</b> <b>2 PM – 4 PM</b> <b>Downtown Transit Center</b> 601 S Santa Fe St.	<b>Wednesday, November 9</b> <b>7 AM – 9 AM</b> <b>Cielo Vista Transit Center</b> 1165 Sunmount Dr.	<b>Wednesday, November 9</b> <b>10 AM – 12 PM</b> <b>Five Points Transit Center</b> 2830 Montana Ave.
<b>Thursday, November 10</b> <b>7 AM – 9 AM</b> <b>Westside Transit Center</b> 7535 Remcon Cir.	<b>Thursday, November 10</b> <b>10 AM – 12 PM</b> <b>Mission Valley Transit Center</b> 9065 Alameda Ave.	<b>Thursday, November 10</b> <b>2 PM – 4 PM</b> <b>Northgate Transit Center</b> 9348 Dyer St.

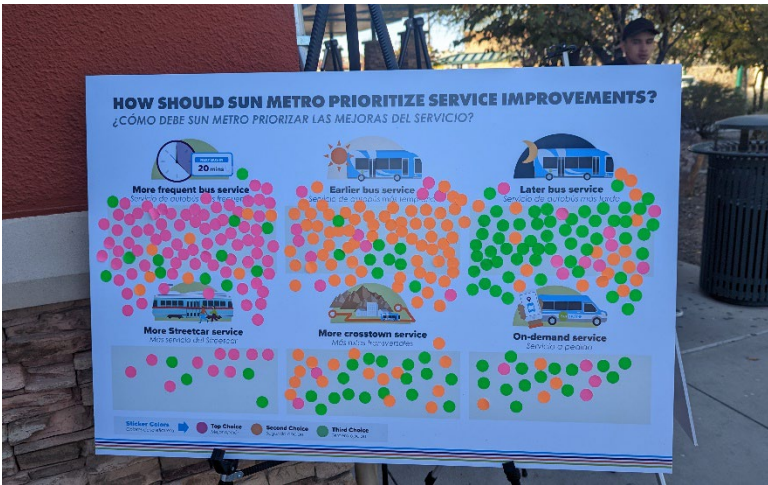
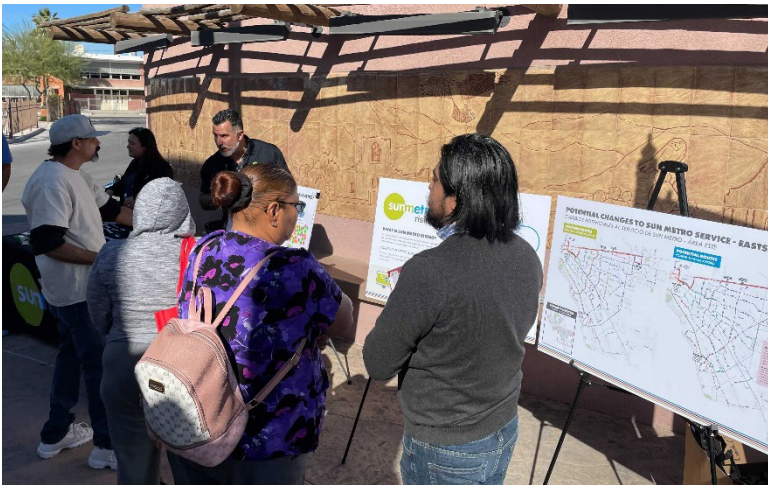


**Tuesday, November 8**  
**5 PM – 6:30 PM**  
[JOIN VIRTUAL MEETING](#)  
*Spanish interpretation will be provided.*



**Wednesday, November 9**  
**5 PM – 6:30 PM**  
[Sun Metro Admin Offices](#)  
10151 Montana Ave.

# Transit Center Outreach





# Rider Feedback

Sun Metro riders are thankful for **Sunday service** and would like to see more added.



Sun Metro riders have a high regard for the **BRIO service**.



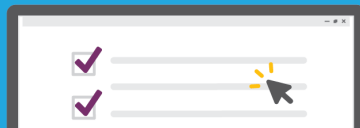
Sun Metro riders have mostly positive reactions to **proposed route changes**.



Sun Metro riders support consistency between **BRIO and local routes**.

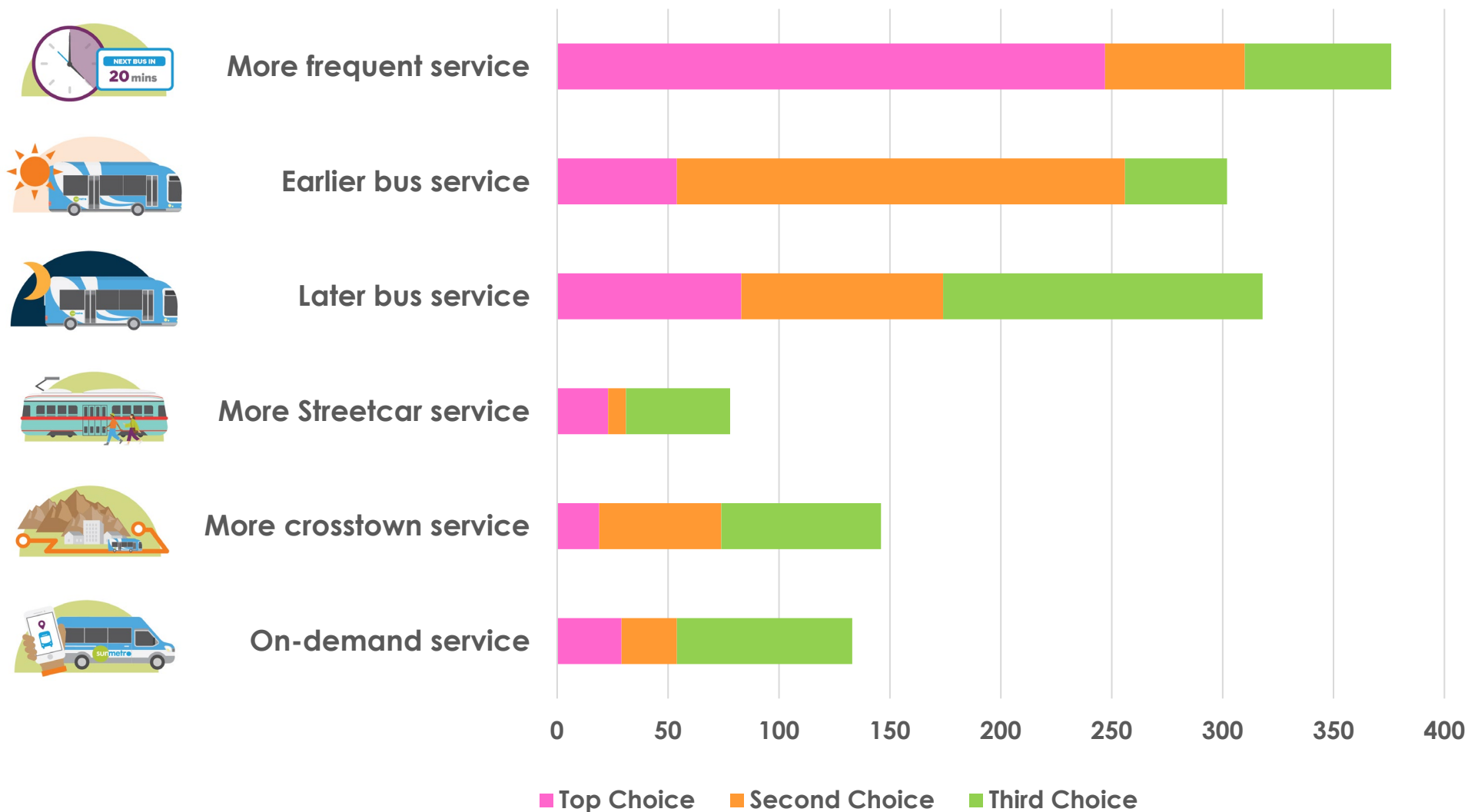


Sun Metro riders would like improved **bus stops along local routes**.



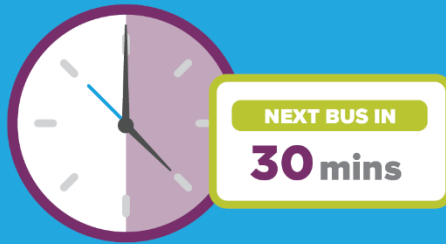
**121 Sun Metro riders** and **67 non-riders** took the online survey.  
**4%** of online survey respondents do not support the **proposed changes**.

# Rider Feedback: Service Expansion Priorities



# Stakeholder Feedback

**Frequency improvements** are key to attracting new riders.



Community has expressed need of restoring **Sunday service**.



Support for extending **night service**.



Interest in piloting **microtransit** in select areas.



Mixed opinions on value of **Streetcar**.



# Revisions based on feedback

- Expanded coverage beyond the Westside Transit Center
- Improved access to El Paso Community College Valle Verde Campus
- Revised on-demand/microtransit zones

# Existing Route Network





# Proposed Route Network

- More frequent service on fewer streets
- Greater consistency on BRIO corridors
- Improved route directness
- Strong framework for future growth
- On-demand service to maintain coverage





# Next Steps

- Develop recommendations
  - Route and schedule improvements
  - Service expansion priorities
  - Capital and technology needs
  - Funding and partnership opportunities
- Finalize report



# Thank you!

James Gamez

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# Peer Review Key Findings

- **ABQ Ride and Sun Tran** are Sun Metro's most **similar peers**.
- Sun Metro **ridership** does not drop off on **Saturday** as much as other peers.
- Compared to Texas peer transit systems, Sun Metro's is **underfunded locally**.
- Sun Metro **ridership has recovered** at a similar rate as peers.
- Peer systems have been increasing emphasis on **bus stop accessibility and amenities**.
- **DART and CapMetro** have piloted and successfully expanded **microtransit** service.
- Peer transit systems are taking a **prudent approach to zero-emissions buses**.

# Rider Survey Findings

Sun Metro riders are **shifting to BRIO routes.**



Approximately **one-quarter** of Sun Metro riders **live in Ciudad Juarez.**



**More than half** of transit trips are to **work or shopping.**



Most riders take Sun Metro at **least five days a week.**



**50%** of riders use a day, week, or monthly pass to pay for their trip



**One out of six** riders are **65 or older.**



Most Sun Metro riders **rely on transit** to get where they need to go.



**One out of three** riders are college or high school **students.**



Nearly **one in three** riders work **late night hours.**



Most Sun Metro riders are **satisfied with service.**

