



SunLine Transit Agency  
January 25, 2023  
11:20 a.m. – 11:50 a.m.

## AGENDA

### STRATEGIC PLANNING & OPERATIONAL COMMITTEE Regular Meeting

\*\*\*\*\*

### VIA VIDEOCONFERENCE

Pursuant to California Government Code section 54953(e), the Board of Directors regular meeting will be conducted remotely through Zoom. Please follow the instructions below to join the meeting remotely.

#### INSTRUCTIONS FOR ELECTRONIC PARTICIPATION

##### Join Zoom Meeting - from PC, Laptop or Phone

<https://us02web.zoom.us/j/83625453443>

Meeting ID: 836 2545 3443

Teleconference Dial In  
888-475-4499 (Toll Free)  
Meeting ID: 836 2545 3443

One tap mobile  
+16699009128,,83625453443#

Phone controls for participants:

The following commands can be used on your phone's dial pad while in Zoom meeting:

- \*6 - Toggle mute/unmute
- \*9 - Raise hand

For members of the public wishing to submit comment in connection with the Strategic Planning & Operational Committee Meeting: public comment requests may be submitted via email to the Clerk of the Board at [clerkoftheboard@sunline.org](mailto:clerkoftheboard@sunline.org) prior to January 24, 2023 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. Those who have submitted a request to speak by the deadline above will be recognized first, then anyone else who wishes to speak will be provided an opportunity to make public comment. If you send written comments, your comments will be made part of the official record of the proceedings and read into the record if they are received by the deadline above.

\*\*\*\*\*

**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. [ROUTE 1 SERVICE CHANGE UPDATE](#)  
(Staff: Manuel Alcalá, Transit Planning Manager)**

**INFORMATION  
(PAGE 3)**

**9. [TRANSIT SERVICE TO ACRISURE ARENA](#)  
(Staff: Jeff Guidry, Interim Deputy Chief Transportation Officer)**

**INFORMATION  
(PAGE 4)**

**10. ADJOURN**

**SunLine Transit Agency**

**DATE:** January 25, 2023 **INFORMATION**

**TO:** Strategic Planning & Operational Committee

**FROM:** Manuel Alcala, Planning Manager

**RE:** Route 1 Service Change Update

---

**Background**

SunLine's former Route 1 was a 30 mile long route one way, mostly along Highway 111 which operated every 20 minutes seven (7) days a week between the cities of Palm Springs and Coachella. It provided service to various destinations, including shopping centers, libraries, senior centers, city halls, recreational attractions, schools and medical centers.

On January 1, 2023, SunLine divided former Route 1 into two (2) routes: Route 1EV and Route 1WV. Route 1EV operates between Coachella and Town Center at Hahn by the Palm Desert Mall, and Route 1WV operates between Palm Springs and Town Center at Hahn by the Palm Desert Mall. Continuing passengers are allowed to transfer between these two routes free of charge.

Due to the national shortage of coach operators and challenges in hiring, SunLine made the decision to divide the Route 1 and change its frequency. This allowed the reallocation of resources to improve the frequency during peak times for the high demand in ridership for the Route 2. This route division will also support the grant committed frequency improvement of the eastern portion (Route 1EV) of the route to every 15 minutes. This coincides with the opening of the Coachella Valley Mobility Hub that is scheduled for the first quarter of 2024. The other reasons for this change were to improve operator schedules, improve reliability and increase on time performance.

With major service changes it is expected to have an adaptation period for both coach operators and passengers. Our initial observations indicate that the on time performance of Routes 1EV and 1WV decreases between 11:00 am and 5:00 pm. This decrease is due to several factors such as an increase in mixed-flow traffic, an increase in passenger volume and recent road closures resulting from adverse weather conditions. Generally, as coach operators and passengers become familiar with changes, the overall on time performance improves.

With continued analysis of performance data combined with field observations and input from passengers and coach operators, staff will take appropriate corrective action if needed.

**SunLine Transit Agency**

**DATE:** January 25, 2023 **INFORMATION**

**TO:** Strategic Planning & Operational Committee

**FROM:** Jeff Guidry, Interim Deputy Chief Transportation

**RE:** Officer Transit Service to Acrisure Arena

---

---

**Background**

Acrisure Arena, which opened in December 2022, is a 10,000-seat event center, currently with 3,000 parking spaces, hosting hockey games, concerts, and other major events. The management team of Acrisure Arena and SunLine has met several times to discuss public transit opportunities to the Arena. Currently, several private transportation companies provide transportation service between the auxiliary parking lot at Xavier High School, hotels, and the arena.

Serving event venues like Acrisure Arena with traditional public transit bus service does create multiple challenges. This includes a high demand for a large number of buses and traffic congestion immediately before and after the events, uncertain event conclusion times, and relatively random event schedule.

However, both parties agree that there is merit in further exploring bus service strategies, cost-sharing, or sponsorship opportunities to connect the greater Coachella Valley to the arena. Event-focused transit services from downtown Palm Springs in the west, the Coachella Mobility Hub in the east, and Route 5 from the north/south—along with branding, sponsorship opportunities, and transit priority egress/ingress—should be studied.

Acrisure Arena has agreed to share origin/destination and market research data to further explore partnership opportunities. They also added a new question to their post event customer satisfaction survey to gauge attendees' interest in using public transit if it was available.