



COCHISE COUNTY INTERCITY ROUTE FEASIBILITY STUDY

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Study Background

In 2014, the SEAGO Regional Transportation Coordination Plan was updated. During the planning process the SEAGO Regional Coordination Council identified the need to ***“develop intercity bus service that links the public transit systems of Benson, Bisbee, Douglas, and Sierra Vista and also provides access to national transportation providers (Greyhound and Amtrak) that have stops in Benson”*** as the top priority to address regional transit service gaps. The City of Sierra Vista Short Range Transit Plan (2014) recommended ***“adding a new regional route between Douglas, Bisbee, Sierra Vista and Benson”*** as a future strategic goal. The Cochise County Health Improvement Plan (2012) ***identified access to public transportation as a significant barrier to access to health care.*** The Arizona Rural Transit Needs Study (2008) ***identified Bisbee to Sierra Vista as a top candidate for new intercity transit service.*** Connecting service for Douglas-Bisbee-Sierra Vista-Benson has been a transit planning priority for the region for many years. As a result, in 2015, SEAGO applied for and was awarded a transit planning grant from ADOT to conduct a Cochise County Intercity Feasibility Route Study.

The study was unique as a majority of the funding to provide service was in place prior to the kick-off of the study. To support the project, SEAGO applied for and was awarded a strategic grant from the ***Legacy Foundation of Southeast Arizona*** that provided an opportunity to further develop the study and to fund a 3-year pilot intercity bus service project. In 2016, the City of Douglas included in year 2 of their a FTA Section 5311 grant application funding for intercity service if identified as feasible by this study. In addition, ***Freeport McMoRan*** through a community service grant and ***Cochise County*** contributed funding to pilot the project.

Study Documents

Project Scope of Work: Identifies the two phases and six tasks of the Study.

Technical Memo 1: Assessment of Existing Conditions

Technical Memo 2: Inventory of Transportation Resources

Technical Memo 3: Public Participation Materials and Activities

Technical Memo 4: Community Survey Analysis

Technical Memo 5: Stakeholder Survey Analysis

Technical Memo 6: Initial Service Recommendations

Technical Memo 7: Summary of Second Round of Public Works/Preferred Service Recommendations

Phase 2 Memo #1: Presentation of Possible Service Scenarios

Phase 2 Memo #2: Finalized Service Recommendations

Phase 2 Memo #3: Cochise Connection Marketing Plan

Phase 2 Memo #4: Benson Extension Plan



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Acknowledgements

SEAGO would like to recognize and thank the many agencies and businesses that provided assistance in the development, delivery, and promotion of this project:

Arizona Department of Transportation

City of Bisbee

City of Benson

City of Douglas

City of Sierra Vista

Cochise College

Cochise County

Freeport McMoRan

Legacy Foundation of Southeast Arizona

Mexican Consulate in Douglas

M.Greene Planning & Resource Development

Moore & Associates

Sierra Vista MPO

Tap Royal

Town of Huachuca City

University of Arizona



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SCOPE OF WORK

It is anticipated that the Feasibility Study will consist of two phases and six tasks. The following is the Scope of Work that is listed in priority order of expected completion:

Phase 1: Identification of Needs and Opportunities

Task 1: Assessment of Existing Conditions

The purpose of this task is to determine current conditions within the study area. Demographics, socio-economic information, location of key trip generators, and planned development will shape the service alternatives provided through the study.

- 1.1 Review existing documents and studies to identify ongoing and planned development within and between the three cities.
- 1.2 Review travel patterns between Benson, Bisbee, Douglas, and Sierra Vista.
- 1.3 Analyze and document existing demographic and socio-economic data.
- 1.4 Identify key travel destinations.

Deliverable: *Technical Memorandum #1 – Assessment of Existing Conditions.*

Task 2: Inventory Existing Services and Identify Potential Service Operators

During this task, a clear picture of mobility options within the study area will be developed. In addition, coordination with existing public transit providers will help identify a potential operator for a potential intercity transit service.

- 2.1 Review the Southeastern Arizona Regional Transportation Coordination Plan 2015-2016 for an inventory of existing service providers in Cochise County. Confirm and/or update this inventory as necessary.
- 2.2 Work with local transit operators (Benson Area Transit, Bisbee Bus, Douglas Rides, and Vista Transit) to determine service needs and current connectivity within the region. Identify a potential operator for an intercity transit service.

Deliverable: *Technical Memorandum #2 – Summary of Existing Transportation Services*

Task 3: Public Involvement

Public involvement for this study will engage diverse and traditionally underrepresented communities via traditional avenues (city announcements, library fliers, newspapers, etc.); social media; and outreach through local organizations, faith-based and cultural organizations, and other key stakeholder groups.



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3.1 Develop and implement a Public Involvement Plan (PIP) including public meetings, creation of a Technical Advisory Committee, and promotional activities. The PIP will guide public involvement throughout the project.

3.2 Coordinate outreach efforts, which will include two series of public meetings. The first series of meetings (during Task 2) will solicit community input regarding the need for intercity transportation. The second (following completion of Task 4) will present the service alternatives for public review. At least one meeting in each series will be held within each of the four communities. Promote and facilitate each meeting through traditional information channels as well as social and “new” media.

3.3 Prepare and administer a community survey to assess community mobility needs, current intercity travel patterns and modes, and potential use of a new intercity transit service.

3.4 Conduct outreach to key stakeholders, such as elected officials, social services, educational institutions, healthcare providers, and key employers. Such outreach is particularly important as it captures information about groups within the community which may not otherwise participate in the study process. Utilize tactics such as interviews, surveys, and/or roundtable discussions to gather input from stakeholders.

Deliverables: *Technical Memorandum #3 – Public Involvement Plan (PIP) to include public meeting materials, agendas, sign-in sheets, and community survey instrument*

Technical Memorandum #4 – Community Survey Analysis

Technical Memorandum #5 – Summary of Stakeholder Outreach

Task 4: Develop Service Options

Drawing on the data developed during Phase 1, Task 4 will include creation of multiple service alternatives specific to intercity service. Once the preliminary service concepts have been developed, they will be expanded to identify funding needs, operational requirements, and service parameters.

4.1 Identify multiple scenarios including routing, terminus points, and intermediate stops. Evaluate potential locations for route origination. Develop parameters for each service option, including but not limited to: hours of operation, service frequency, service schedules, vehicle service hours and vehicle service miles, operating cost, and vehicle requirements. Additional analysis should include coordination with relevant transit agencies on connections/transfers to existing service and the capacity of existing transit facilities to meet forecast demand.

4.2 Identify capital needs: Facilities (e.g., bus shelters and Park & Rides), luggage racks, access to WiFi, and other amenities which are deemed necessary,



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recommended to effectively capture ridership, or otherwise make the program eligible for Federal Transit Administration (FTA) Section 5311(f) Intercity Bus Program funding. Evaluate adequacy of existing transit facilities to support the proposed service options and, if necessary, identify additional capital investments.

4.3 Evaluate operating, maintenance and capital costs associated with each feasible service alternative.

4.4 Identify fare structure needed to support the proposed service options. Calculate fare revenue projections for each option.

4.5 Identify if alternative transportation options, such as a volunteer vanpool program, are feasible as an alternative where applicable, including operating costs, capital needs, coordination needs, and ridership projections. Provide strategies for improved service coordination and more effective utilization of resources available through health and human service agencies for transportation.

4.6 Identify funding options for operating and capital costs associated with each service option.

Deliverable: *Technical Memorandum #6 – Service Alternatives*

Phase 2: Preferred Service Option and Implementation Plan

Task 5: Identify a Preferred Service Alternative and Finalize the Service Plan

5.1 Evaluate proposed service options based on their ridership potential, cost-effectiveness, and other transportation and environmental impacts. Identify a preferred alternative and provide a proposed schedule; fare structure; operating, financial, and capital plans; and marketing plan.

5.2 Provide implementation strategy and timeline for the preferred alternative. The implementation plan should be flexible enough to accommodate potential changes in funding availability (i.e., “Week 1” rather than “Week of August 8”). It should also include all promotion and marketing for the proposed intercity service.

Deliverable: *Technical Memorandum #7 – Preferred Service Alternative and Implementation Plan*

Task 6: Reporting and Presentations:

The final task includes the preparation of a formal study report as well as presentation of the study’s findings and recommendations to local governing bodies if needed or requested.



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6.1 Prepare a draft report inclusive of all service recommendations, alternatives, and public outreach results developed in previous tasks.

6.2 Following a review period, finalize the report to incorporate comments from the Cities, County, and SEAGO.

6.3 Present the final report to the SEAGO Board, SVMPO Board, Bisbee City Council, Douglas City Council, Sierra Vista City Council, and the Cochise County Board of Supervisors if requested.

Deliverables: Final Report and Power Point Presentation of Study Findings and Recommendations

ASSESSMENT OF EXISTING CONDITIONS

An assessment of existing conditions present within Cochise County as well as the cities of Benson, Bisbee, Douglas, and Sierra Vista was undertaken to identify trends in population dynamics, land-use, and travel patterns that could affect future demand and assess transit services. This chapter also identifies key travel destinations within Cochise County that could serve as trip generators.

SECTION 1.1 – Demographic Profile

The following is an assessment of the geographic distribution of likely transit-dependent populations. Traditionally, these population groups tend to rely upon publicly-funded accessible transportation services for basic mobility. These populations include elderly (65 years of age and older), youth (under the age of 18), persons with disabilities, low-income individuals (defined as at or below the federal poverty line), households with limited or no access to a personal vehicle, and visitors/ transitory populations.

Data was gathered from Census 2010, the 2006-2010 American Community Survey (ASC), and the 2010-2014 American Community Survey.

Elderly Population

As defined by the federal Census, seniors are individuals over the age of 65 years. Exhibit 1.1 details elderly population growth for Cochise County and its communities. Data presented below defines seniors as 65 years of age or older. Based on the 2014 American Community Survey (ACS), seniors account for 18.4 percent of the Cochise County population. The senior population in Cochise County has increased by 6.1 percent since the decennial census (2010). When compared with the Arizona at-large, the senior population continues to make up a larger percent of the population in Cochise County than the overall State.

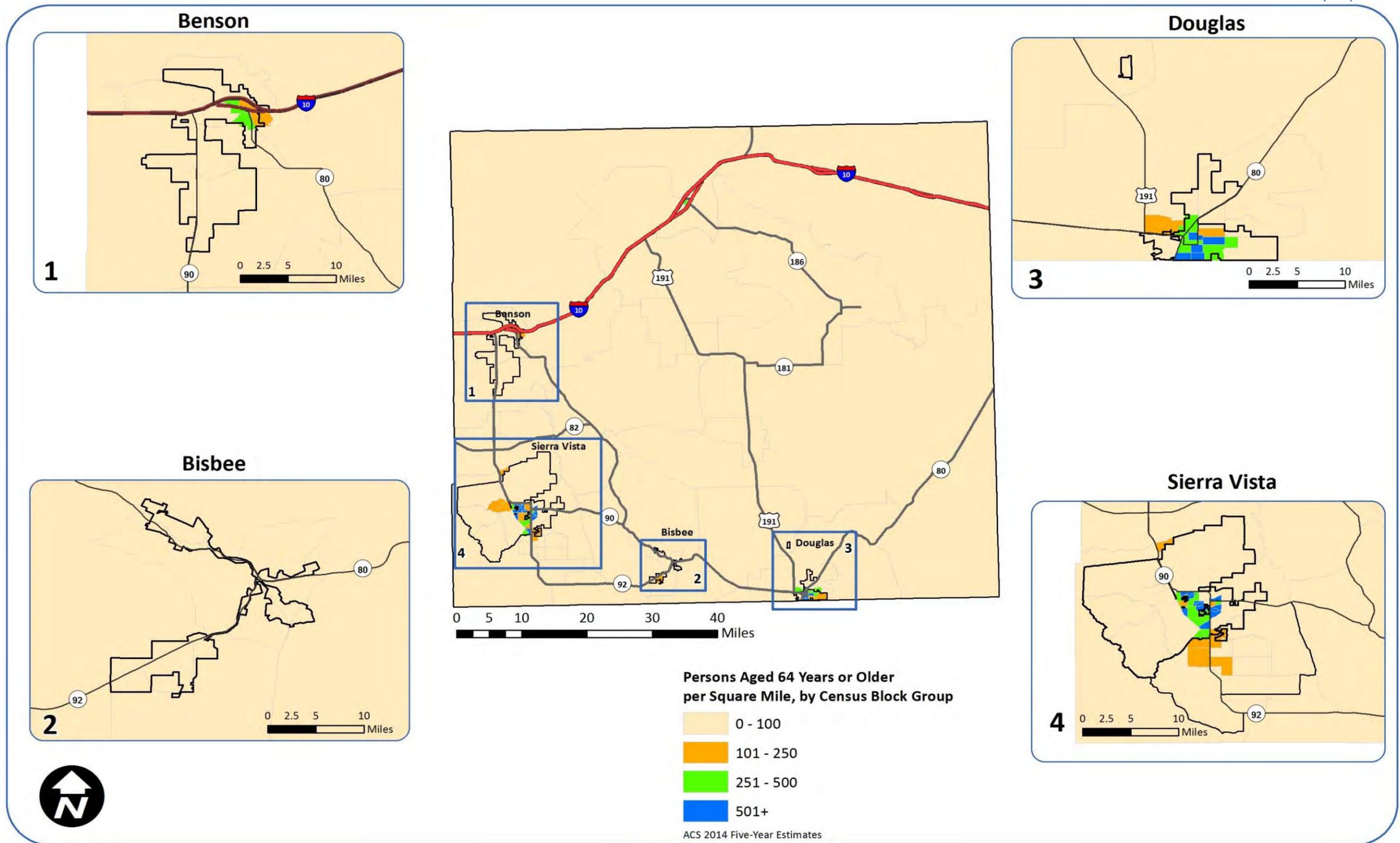
Of the four communities within the study area (Benson, Bisbee, Douglas, and Sierra Vista), Benson was observed to have the greatest elderly population growth since 2010, cited at 16.3 percent. Of importance is the fact that more than one-third of Benson's total population reflects individuals 65 years and older. Douglas was only observed community to experience a decrease in elderly population across the four-year study period, declining 8.3 percent.

Exhibit 1.2 presents the concentration of seniors within Cochise County in 2014.

Exhibit 1.1 Senior Population Growth

Subject	2010*		2014**		Overall Population Change 2010-2014
	65+ Population	Percent of Total Population	65+ Population	Percent of Total Population	
Benson	1,597	31.3%	1,857	36.6%	16.3%
Bisbee	1,155	20.7%	1,177	21.5%	1.9%
Douglas	2,001	11.5%	1,834	10.7%	-8.3%
Sierra Vista	6,404	14.6%	6,895	15.2%	7.7%
Cochise County	22,688	17.3%	24,068	18.4%	6.1%
Arizona	881,831	13.8%	977,666	14.9%	10.9%
*Census 2010					
**ACS 2014 Five-Year estimates					

Exhibit 1.2 Concentration of Elderly Population



Youth Population

Exhibit 1.3 summarizes those persons under the age of 18 residing in Cochise County and its respective communities. In 2014, there were nearly 30,000 persons under the age of 18 living in Cochise County, or 22.9 percent of the total population. By contrast, 24.7 percent of the State’s population was under the age of 18.

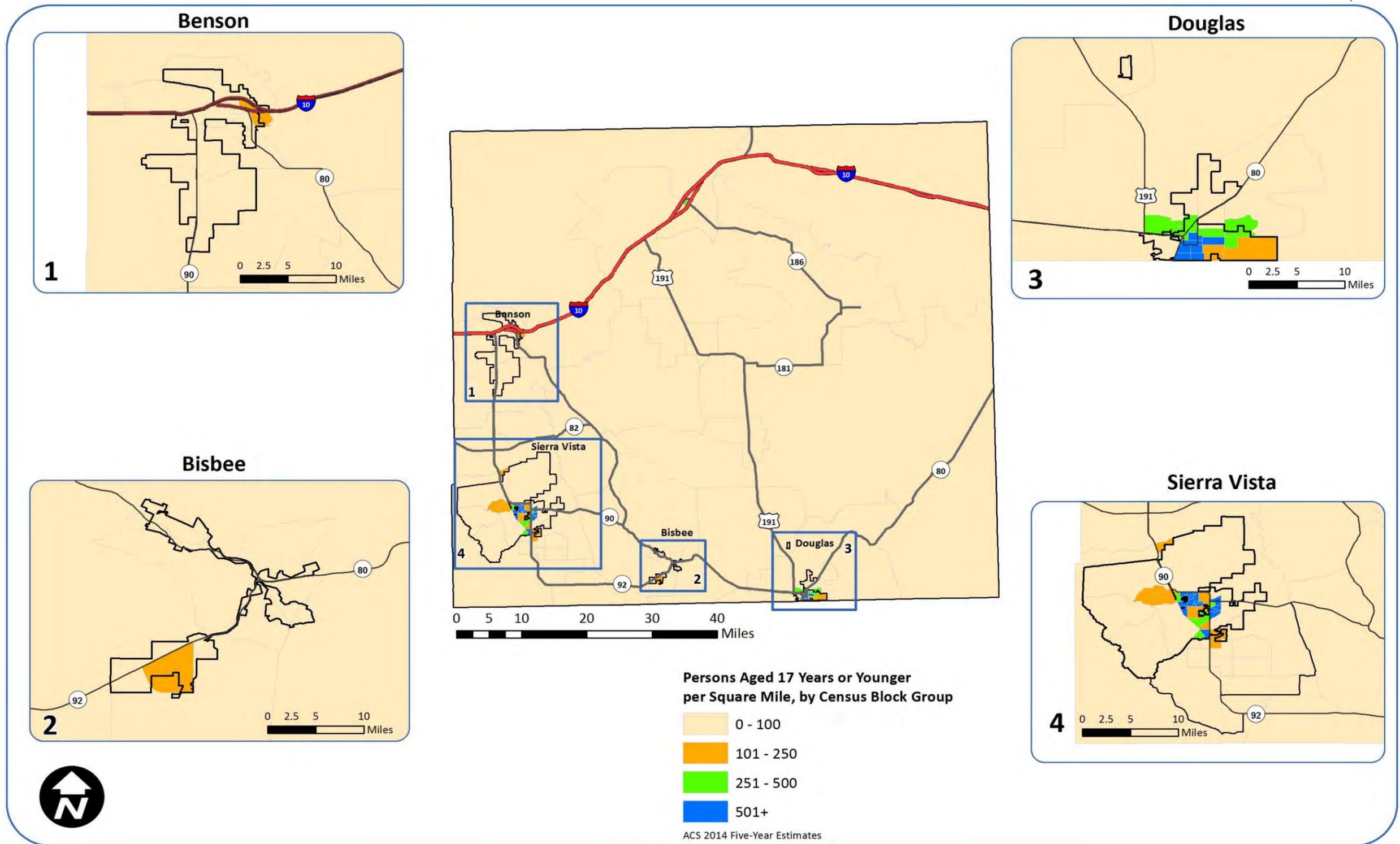
Sierra Vista stood alone as the only study community to experience growth in youth population since 2010, cited at 13.5 percent. Of the communities experiencing a decline in youth population, Douglas had the greatest decline at 21.3 percent, or more than 3,800 persons.

Exhibit 1.4 presents the concentration of youth within Cochise County in 2014.

Exhibit 1.3 Youth Population Growth

Subject	2010*		2014**		Overall Population Change 2010-2014
	Under the Age of 18	Percent of Total Population	Under the Age of 18	Percent of Total Population	
Benson	917	18.0%	853	16.8%	-7.0%
Bisbee	972	17.4%	947	17.3%	-2.6%
Douglas	4,900	28.2%	3,856	22.5%	-21.3%
Sierra Vista	10,115	23.0%	11,477	25.3%	13.5%
Cochise County	30,250	23.0%	29,955	22.9%	-1.0%
Arizona	1,629,014	25.5%	1,620,694	24.7%	-0.5%
*Census 2010					
**ACS 2014 Five-Year estimates					

Exhibit 1.4 Concentration of Youth Population



Low-Income Individuals

Exhibit 1.5 shows the number of residents living at or below the federal poverty line (\$11,670) in Cochise County. In 2014, three of the four communities within the study area had a higher percent of individuals living at or below the poverty line than the state at-large (18.2 percent): Benson (21.3 percent), Bisbee (25.7 percent), and Douglas (31.5 percent).

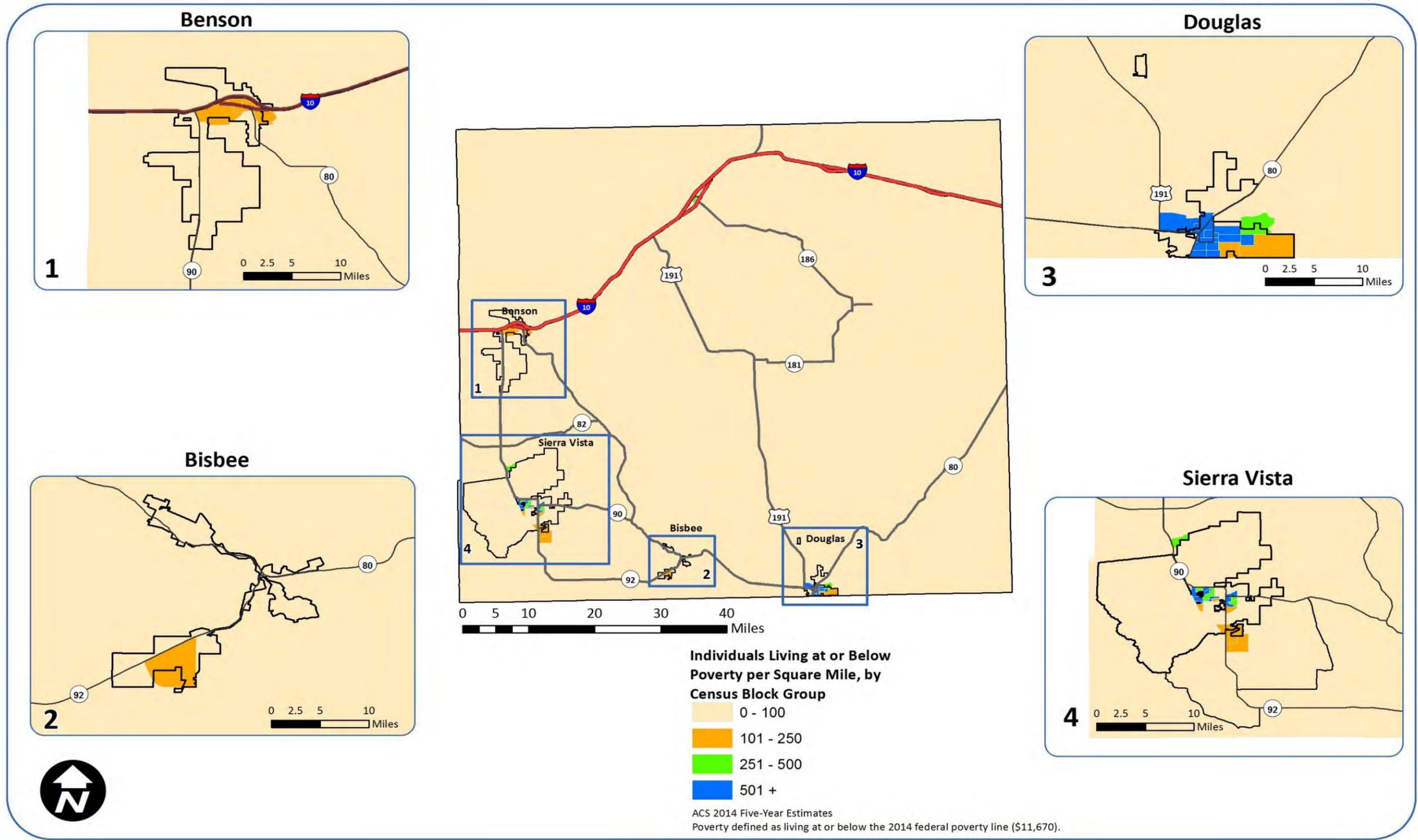
In 2014, the incidence of residents identified at or below the Federal poverty level was estimated to have increased throughout Cochise County by 9.4 percent, while the state at-large was estimated to increase by 25.3 percent. Since 2010, Sierra Vista has experienced the largest increase (48.4 percent), followed by Benson (27.7 percent). Douglas (-24.8 percent) was the only study community to experience a decrease in persons living at or below the poverty line during the five-year period.

Exhibit 1.6 summarizes the concentration of residents at or below the poverty line within Cochise County in 2014.

Exhibit 1.5 Persons below Poverty Level

County	2010*		2014**		Overall Population Change 2010-2014
	Persons below Poverty Level	Percent of Total Population	Persons below Poverty Level	Percent of Total Population	
Benson	840	17.1%	1,073	21.3%	27.7%
Bisbee	1,189	23.4%	1,324	25.7%	11.4%
Douglas	5,080	34.3%	3,818	31.5%	-24.8%
Sierra Vista	3,606	8.9%	5,352	12.6%	48.4%
Cochise County	19,351	15.7%	21,165	17.5%	9.4%
Arizona	933,113	15.3%	1,169,309	18.2%	25.3%
*ACS 2010 Five-Year estimates					
**ACS 2014 Five-Year estimates					

Exhibit 1.6 Concentration of Low-Income Population



Persons with Disabilities

The American Community Survey (ACS) segregates potential disabilities into six categories: sensory, physical, self-care, mental, employment, and disabilities that affect a person’s ability to go outside their home. These six categories have been grouped together for purposes of our analysis.

Exhibit 1.7 presents the percent of disabled individuals in Cochise County. In 2014, 17.1 percent of this population was estimated to possess a disability. This is higher than the state estimated average of 11.9 percent.

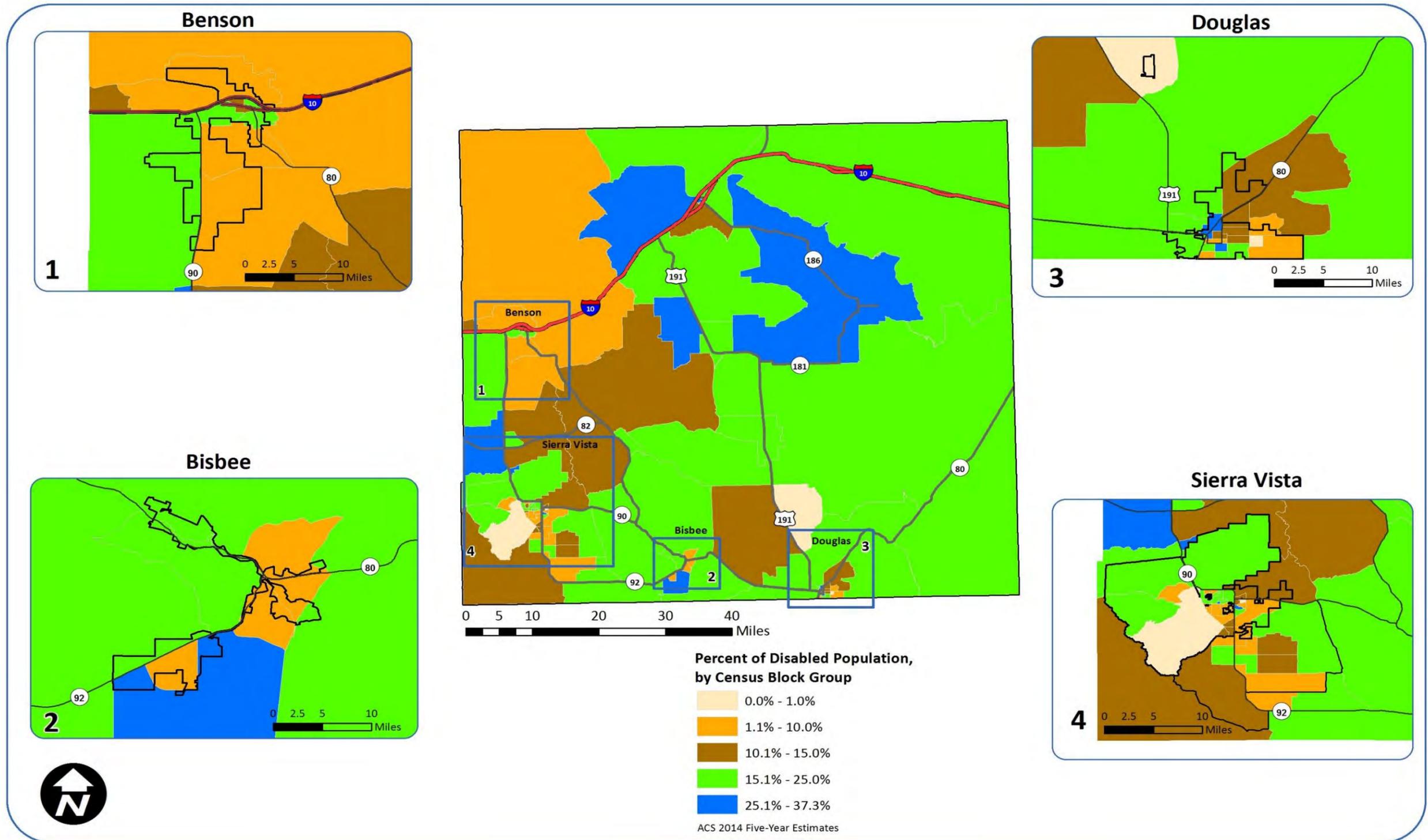
As ACS 2010 estimates were not available for disability characteristics, ACS 2012 estimates were utilized. All communities within the study area during the review period of 2012 to 2014, presented an increase in disabled population. Sierra Vista experienced the most significant increase at 6.0 percent.

Exhibit 1.8 presents the concentration of persons with a disability within Cochise County in 2014.

Exhibit 1.7 Persons with Disabilities

Subject	2012*		2014**		Overall Population Change 2010-2014
	Persons with Disabilities	Percent of Persons with Disabilities	Persons with Disabilities	Percent of Persons with Disabilities	
Benson	1,077	21.60%	1,099	21.90%	2.0%
Bisbee	1,063	20.40%	1,115	21.60%	4.9%
Douglas	1,913	13.50%	1,996	16.50%	4.3%
Sierra Vista	5,774	14.20%	6,119	15.00%	6.0%
Cochise County	20,148	16.60%	20,341	17.10%	1.0%
Arizona	724,033	11.50%	767,091	11.90%	5.9%
*ACS 2012 Five-Year estimates					
**ACS 2014 Five-Year estimates					

Exhibit 1.8 Concentration of Disabled Population



Households with No or Limited Access to Personal Vehicle

Exhibit 1.9 presents the number of households with no or limited access to a personal vehicle. In 2014, the number of households with no or limited access to vehicles in Cochise County was 39.4 percent, slightly lower than Arizona at-large (44.9 percent).

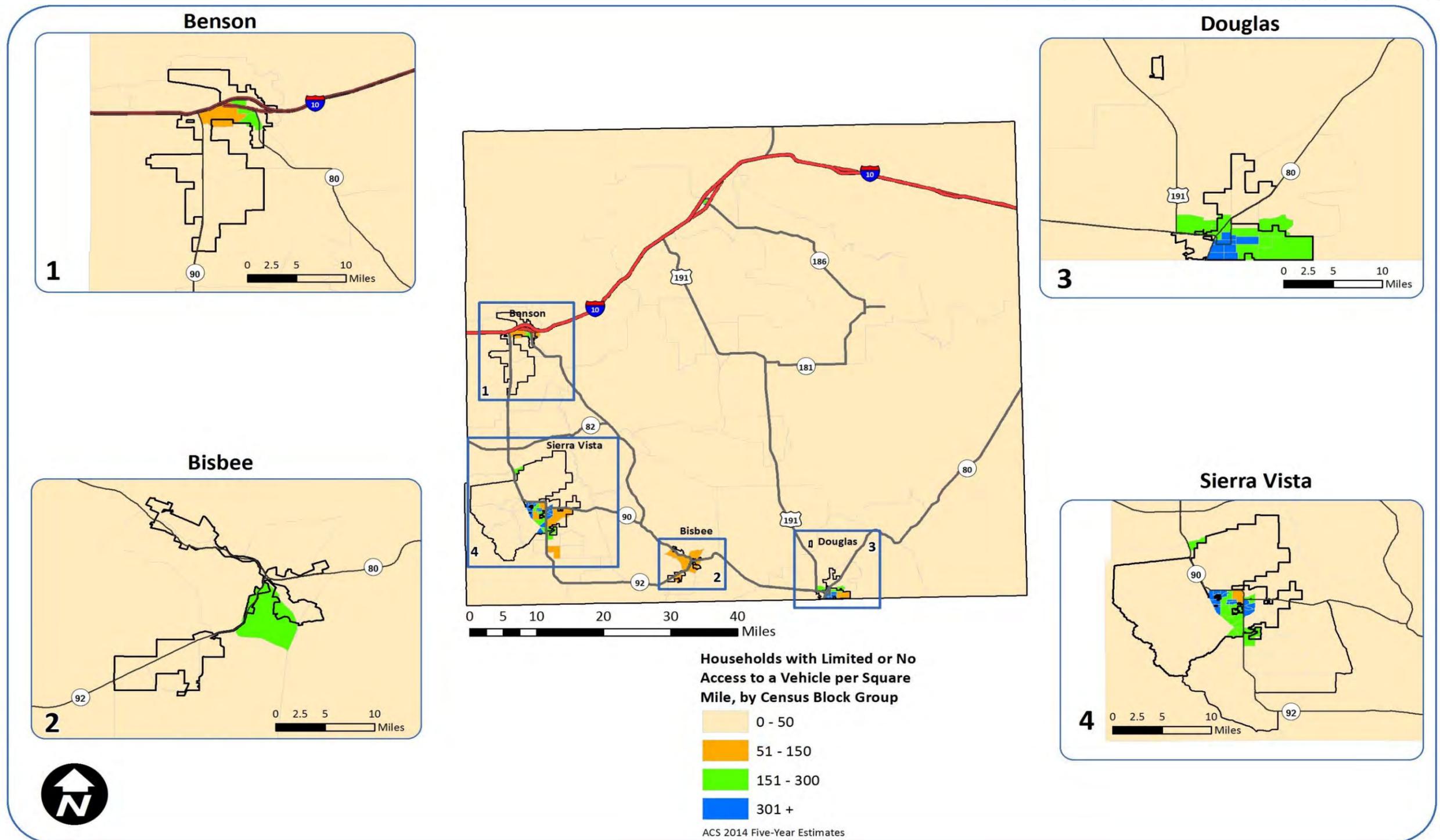
All four communities within the study area had a greater number of households with no or limited access to a personal vehicle than Cochise County in 2014. However, Benson (-8.5 percent), Douglas (-9.8 percent), and Sierra Vista (-0.3 percent) experienced a decline during the study period.

Exhibit 1.10 presents the concentration of households with no or limited access to a personal vehicle within Cochise County in 2014.

Exhibit 1.9 Households with No or Limited Access to Personal Vehicle

County	2010*		2014**		Overall Population Change 2010-2014
	Households with No or Limited Vehicle Access	Percent Share of Occupied Housing Units	Households with No or Limited Vehicle Access	Percent Share of Occupied Housing Units	
Benson	1,314	57.6%	1,202	50.7%	-8.5%
Bisbee	1,285	52.2%	1,502	55.9%	16.9%
Douglas	2,518	50.1%	2,270	53.9%	-9.8%
Sierra Vista	6,715	40.2%	6,692	39.6%	-0.3%
Cochise County	18,972	38.8%	19,239	39.4%	1.4%
Arizona	1,017,409	43.7%	1,070,967	44.9%	5.3%
*ACS 2010 Five-Year estimates					
**ACS 2014 Five-Year estimates					

Exhibit 1.10 Concentration of No or Limited Access to Personal Vehicle



Limited English-Speaking Households

Exhibit 1.11 presents the number of limited English-speaking households by community as well as Cochise County as a whole between 2010 and 2014.

According to the American Community Survey, households where one or more individuals spoke a language other than English, the household language assigned to all household members was the non-English language spoken by the first person with a non-English language. Therefore, those households were designated as limited English-speaking households.

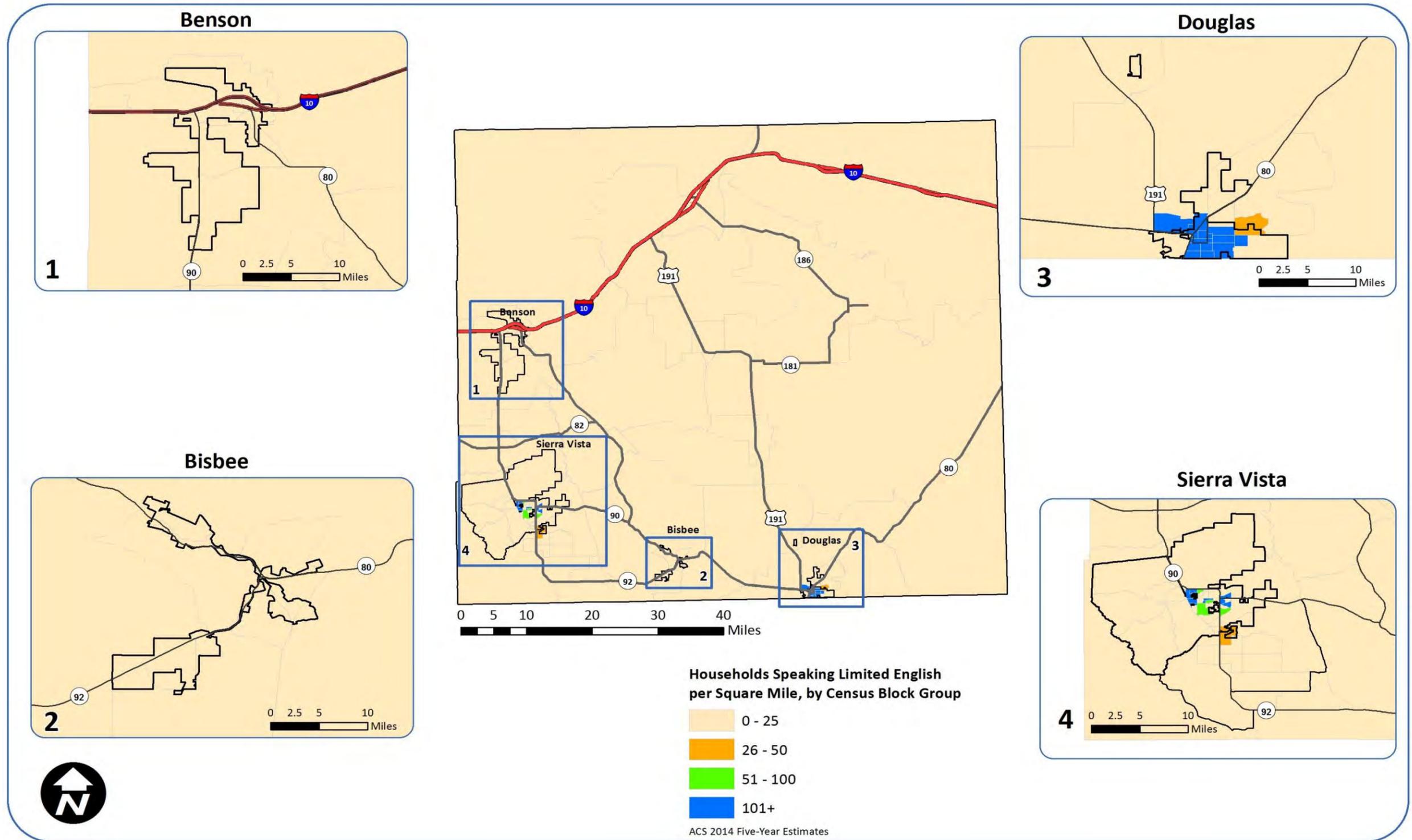
According to ACS estimates, Douglas (22.2 percent) was the only community with a greater percentage of limited English-speaking households than Arizona at-large. This is not surprising, given the proximity of Douglas to the Mexican border, as well as the number of residents who regularly travel between Douglas and Agua Prieta. As a whole, Cochise County also experienced a higher percentage of limited English-speaking households than the state of Arizona, in 2014. A review of the 2010 estimates reveals both Bisbee (31.8 percent) and Sierra Vista (47.6 percent) experienced large increases in limited English-speaking households, while Douglas (-25.7 percent) experienced the greatest decline.

Exhibit 1.12 presents the concentration of limited-English speaking households within Cochise County in 2014.

Exhibit 1.11 Limited English-Speaking Households

County	2010		2014		Overall Population Change 2010-2014
	Limited English-Speaking Households	Percent Share of Limited English-Speaking Households	Limited English-Speaking Households	Percent Share of Limited English-Speaking Households	
Benson	0	0.0%	12	0.5%	N/A
Bisbee	88	3.6%	116	4.3%	31.8%
Douglas	1,259	25.0%	936	22.2%	-25.7%
Sierra Vista	471	2.8%	695	4.1%	47.6%
Cochise County	2,918	6.0%	2,990	6.1%	2.5%
Arizona	140,272	6.0%	113,881	4.8%	-18.8%
*ACS 2010 Five-Year estimates					
**ACS 2014 Five-Year estimates					

Exhibit 1.12 Concentration of Limited English-Speaking Households



Commute to Work

“Commuting” refers to an individual’s travel from home to work. The place of work refers to the employment location. Exhibit 1.13 presents the average travel time in minutes for the four communities (Benson, Bisbee, Douglas, and Sierra Vista) as well as Cochise County, and Arizona at-large.

In 2014, the average travel time to work for both Benson (20.7 minutes) and Bisbee (19.1 minutes) was above the average travel time for Cochise County (18.9 minutes). In contrast, the average travel time in Arizona was 24.7 minutes. All but one community (Sierra Vista) within the evaluation period of 2010 to 2014 experienced a reduction in average travel time (declining more than 11 minutes).

Exhibit 1.13 Average Travel Time to Work

County	2010*	2014**	Overall Change in Travel Time to Work (in minutes)
	Average Travel Time to Work (in minutes)	Average Travel Time to Work (in minutes)	
Benson	31.8	20.7	-34.9%
Bisbee	20.0	19.1	-4.5%
Douglas	16.1	15.3	-5.0%
Sierra Vista	16.0	16.3	1.9%
Cochise County	19.5	18.9	-3.1%
Arizona	24.8	24.7	-0.4%
*ACS 2010 Five-Year estimates			
**ACS 2014 Five-Year estimates			

SECTION 1.2 – Trip Generators

To analyze home-to-work travel patterns, M&A identified significant employment centers throughout Cochise County. Exhibit 1.14 presents the locations and number of employees. The table identifies Fort Huachuca (7,956), the U.S. Department of Homeland Security (1,720), and Cochise County (816) as the top three employers.

Exhibit 1.14 Employers of 300 Employees or Greater

Employer	Employee
Fort Huachuca	7,956
U.S. Department of Homeland Security	1,720
Cochise County	816
Sierra Vista Unified School District	707
Teleperformance	743
Wal-Mart Stores, Inc	643
General Dynamics Information Tech	623
Canyon Vista Medical Center	623
Arizona State Prison Complex	615
Cochise College	521
Douglas Unified School District #27	492
Northrup Grumman Corp	450
City of Sierra Vista	407
Man Tech International	389
*SEAGO CEDS 2016-2020	

Each of the cities within the study area (Benson, Bisbee, Douglas, and Sierra Vista) is served by either fixed-route transit or flex-route service; with Benson, Douglas, and Sierra Vista also offering paratransit service. Bisbee Bus provides a connector service to Naco, while Vista Transit provides connections to Fort Huachuca.

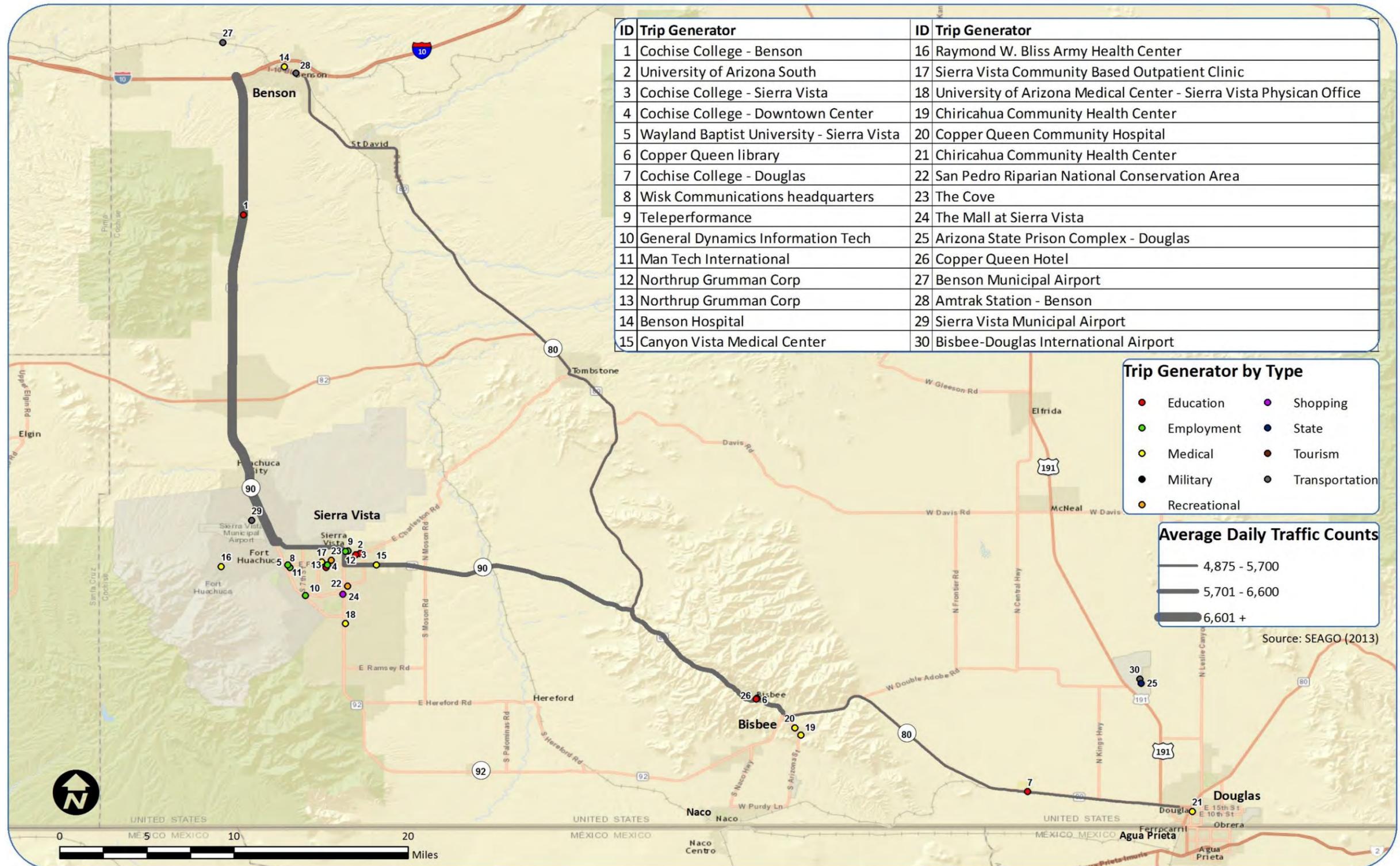
Trip generation is the first step in a conventional four-step demand methodology. A travel demand model supports forecasting the number of trips originating or destined for a particular location. Among other factors, trip generation typically looks at the destination of trips and trip generation. Trip generation is usually comprised of non-residential land-uses such as commercial activity, educational facilities, and large industries. Also worth noting are special generators such as medical facilities, universities, shopping centers, and military facilities. Special generators typically have different trip generation characteristics and should not be treated as regular employers. Universities tend to have different travel patterns as students' travel patterns differ from those reflected in traditional nine-to-five employment. Hospitals are open twenty-four hours a day and typically do not have a peak period. Large retail centers typically attract the largest number of trips on weekends and in the evenings. Both typical and special travel generators can have a major impact on the regional transportation network.

Exhibit 1.15 lists the top trip generators in Cochise County. Trip generators include higher-education facilities, regional shopping centers, medical facilities, and social service agencies. Each of these locations reflects high travel demand on a daily or weekly basis.

The regional center for trip generation continues to be Sierra Vista; with the majority of retail, educational facilities, and medical facilities within Cochise County located within five miles of the Sierra Vista city center. Of the 30 trip generators, 17 are located within close proximity to Sierra Vista, including University of Arizona South, Canyon Vista Medical Center, Northrup Grumman, Cochise College, and the Mall at Sierra Vista.

Exhibit 1.15 also provides 2013 traffic patterns on the State Route network in Cochise County. According to SEAGO reports, in 2013, the highest daily volume of traffic occurred between Sierra Vista and Benson on State Route 90, with an estimated 14,000 daily vehicle trips. The second busiest corridor was State Route 80 and State Route 90 between Bisbee and Sierra Vista, with an estimated 6,500 daily vehicle trips. More than 5,600 vehicles traveled along State Route 80 between Benson and the State Route 90 junction each day, while an estimated 4,900 vehicles traveled between Douglas and Bisbee on State Route 90 in 2013.

Exhibit 1.15 Trip Generators





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memo

to: Chris Vertrees, Transportation Planner,
SouthEastern Arizona Governments Organization

from: Brett Porter

re: SEAGO: Cochise County Intercity Route Feasibility
Study: Technical Memo #2

date: November 10, 2016

Inventory of Transportation Resources

Currently, within the study area, there are a number of transportation services available.

Benson (Benson Area Transit), Douglas (Douglas Bus), and Sierra Vista (Vista Transit) offer both fixed-route (deviated) and demand-response services to residents, while Bisbee (Bisbee Bus) offers a deviated fixed-route service. All three demand-response services are eligibility-based with 24-hour advanced reservation policies. Each of the four operators also serve nearby communities, with Douglas Rides providing service linking Cochise College to both Douglas and Bisbee. Huachuca City offers a free, reservation-based service linking to Sierra Vista, available only to residents.

Regional transportation providers offering service within the study area include daily interstate bus service offered by Greyhound Lines, with a service point in Benson, and connections to Tucson and Phoenix, among others. Also available at the terminal in Benson is Amtrak, with connections similar to Greyhound.

TAP Royal is an international transportation company providing short- and long-distance daily passenger services to Arizona, Nevada, and California. Service is also provided to nine states within Mexico (TAP), as well as connections between Mexico and the United States.

The table below provides each transportation service available within the study region in more detail.

Service	Public/Private	Service Provided	Region covered	Notes
Amtrak	Public	Reservation-based	Benson, Tucson, Phoenix, Yuma, Kingman, Maricopa, Flagstaff, and Winslow	Service provided every day
Benson Area Transit	Public	Deviated fixed-route	Benson, Pomerane, destinations along SR 80 and SR 90	Monday-Friday service
		Dial-A-Ride	Benson, Pomerene, St. David, and J-Six-Mescal	Eligibility-based: Seniors (60+) and disabled Monday-Friday service 24-hour advanced reservation
Bisbee Bus	Public	Deviated fixed-route	Bisbee, Old Bisbee, San Jose, Naco, Saginaw, and Warren	Managed by Douglas Rides Monday-Saturday service Deviation request must be made in advance
Douglas Rides	Public	Fixed-route	Douglas, Pirtleville, and Bay Acres	2 routes with service Monday-Saturday Deviations permitted on Saturday
		Cochise College Route	Connects Douglas and Bisbee to Cochise College	Monday-Thursday service during school year
		Elfrida Service	Douglas and Elfrida	Service runs every other Friday
		Dial-A-Ride	Douglas, Pirtleville, and Bay Acres	Eligibility-based: Seniors (60+) and disabled 24-hour advanced reservation
Greyhound	Public	Reservation-based	Benson, Tucson, Phoenix, Yuma, and Flagstaff	Service provided twice daily to specific cities
Huachuca City Transit	Public	Reservation-based	Huachuca City and Sierra Vista	Free service
				Eligibility: Huachuca City residents
				24-hour advanced reservation Monday-Friday service
Vista Transit	Public	Fixed-route	Sierra Vista and Ft. Huachuca	5 routes - Monday-Friday service 2 routes - Saturday-only service
		Curbside	Sierra Vista and Ft. Huachuca	Eligibility-based: Disabled
				24-hour advanced reservation Monday-Friday service
Benson Taxi	Private	On-demand commercial	Benson	Non-ADA accessible vehicle
Douglas ARC	Private	Reservation-based	Douglas, Bisbee, Double Adobe, McNeal, and Elfrida	Eligibility-based: Developmental disability
Echoing Hope Ranch	Private	Reservation-based	Hereford, Sierra Vista, Bisbee, and Palominas	Eligibility-based
Horizon Health and Wellness	Private	Reservation-based	Sierra Vista and Nogales	Services are offered to registered participants
Huachuca Shuttle	Private	Reservation-based	Cochise County	Advanced-reservation
Pinal Hispanic Council	Private	Reservation-based	Nogales, Rio Rico, Douglas, and Elfrida	Services are offered to members
Sierra Vista Volunteer Interfaith Caregiver Program (ViCap)	Private	Reservation-based	Benson, Sierra Vista, Tucson, and Wilcox	3-day advanced reservation Volunteer-based service No ADA accessible vehicles
TAP & TAP Royal	Private	Reservation-based	Tucson, Nogales, Phoenix, Los Angeles, Las Vegas	Provides service between Mexico and the United States



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memo

to: Chris Vertrees, Project Manager	from: Brett Porter
re: SEAGO: Cochise County Intercity Route Feasibility Study: Technical Memo #3	date: February 15, 2017

The purpose of this memo is to provide an overview of public engagement materials used in the two rounds of community meetings and the two stakeholder workshops, inclusive of agendas, sign-in sheets, and the community survey instrument.

Community meeting talking points – Round 1

- SEAGO is conducting a feasibility study to determine demand for possible intercity bus service linking Douglas, Bisbee, Benson, and Sierra Vista.
- Demand for routes beyond these four communities, such as to Tucson and Phoenix, will also be explored.
- SEAGO is hoping to get as many community members as possible involved in the project. The more people reached as part of this study, the better they can plan for the future.
- Four community meetings are being held next week, on October 19 and 20. The first one, on October 19, will be held at the Douglas public library at 2:30 pm.
- Additional meetings will be held at the Bisbee Senior Center on Wednesday at 6:30 pm, the Arizona G&T Cooperatives community room in Benson on Thursday at 8:30 am, and the Sierra Vista public library on Thursday at 12:30 pm.
- The purpose of the workshops is to get feedback from the community about its needs regarding intercity travel, and to provide information about the project.
- In addition to the workshops, a community survey is available online at www.CochiseTransitPlan.com. The website and survey are also available in Spanish.
- Look for a second round of community workshops in Spring 2017 that will share what was learned through community outreach and present possible scenarios for intercity service.
- Complete project information, including workshop dates, times, and locations, is available online at www.CochiseTransitPlan.com. SEAGO encourages everyone to visit the website, take the survey, and learn more about this important transportation opportunity.

Community meeting summary – Round 1

Four community “listening sessions” were held in Benson, Bisbee, Douglas, and Sierra Vista on October 19-20, 2016. The workshops allowed local residents, stakeholders, and SEAGO staff to communicate openly about the regional mobility needs and priorities. Below is a summary of some of the items discussed during these sessions.

- We need more public transportation options between neighboring communities. Transportation within each community in Cochise County is important, but also to regional destinations, such as Tucson.
- Potential services must include an advocate/volunteer to ride with the elderly to appointments. If public transit were available, the advocate/volunteer would not also have to be a driver. More people are likely to volunteer knowing they don't have to incur the cost of driving or do the actual driving.
- Many patients arrive at the hospitals in Sierra Vista and Bisbee via ambulance, yet have no way to return to their homes.
- An intercity service would allow people to go to the movies, go shopping, etc., in other communities if transportation became available.
- Providing a route/loop every 30-60 minutes would encourage more users. It would translate to convenient and reliable options.
- Some of the funding should be used for marketing, rider education, and travel training.
- There is a desire to feel more connected with Tucson and the rest of Cochise County. For example, you cannot buy a Greyhound bus ticket in Benson except online. Implementing the proposed service would result in more connectivity.
- Networking and collaborating with the neighboring communities is a must in order to make this as successful as possible.
- Reliability (on-time performance) of the intercity transit routes is a concern. They need to be reliable if people are going to depend on them to get to work, appointments, etc.
- Intercity vehicles/buses need to include bike racks.
- Educating and marketing to the public is a necessity. Ensuring people know about the service will allow for more users, translating to sustainability.
- While this would be a general public service, the initial users are likely to be low-income individuals or seniors.
- ViCAP currently provides volunteer transportation to seniors and others. The proposed intercity service is not intended to replace ViCAP, but will enhance its ability to serve the community. SEAGO is working closely with ViCAP throughout this project.
- Consider day service from Bisbee to Sierra Vista on the weekdays, but reverse on the weekends. Bisbee has better nightlife than anywhere else.
- It was suggested Copper Queen Hospital in Bisbee make routine appointments during bus service hours. Doing so would allow more people that have routine appointments to get the care they need.
- Reporting for jury duty in Bisbee can be a hardship as there is no public transit service.
- There are high school students that attend school outside their home community (mostly Bisbee and Sierra Vista). Be sure to reach out to the schools to assess possible demand.



INTERCITY BUS ROUTES – PRIORITY OR PIPE DREAM?

SEAGO is studying intercity transportation needs in Cochise County. Communicate your intercity transportation needs and priorities by:

1. Visiting the project webpage at www.CochiseTransitPlan.com.
Sign up to receive project news and updates.
2. Taking the short community survey at www.CochiseTransitPlan.com.
3. Attending a community “listening session.”
 - Wednesday, Oct. 19, 2:30 pm, Douglas public library
 - Wednesday, Oct. 19, 6:30 pm, Bisbee Senior Center
 - Thursday, Oct. 20, 8:30 am, Arizona’s G&T Cooperatives community room in Benson
 - Thursday, Oct. 20, 12:30 pm, Sierra Vista public library

**SHARE YOUR IDEAS AND OPINIONS REGARDING
POSSIBLE INTERCITY BUS SERVICE.**



**SouthEastern Arizona
Governments Organization**

Community meeting presentation – Round 1

**SouthEastern Arizona
Governments Organization**
Cochise County Intercity Bus
Feasibility Study



 SouthEastern Arizona
Governments Organization

Core objectives

- Identify and quantify demand for intercity bus service
- Determine if such service will be financially sustainable



SouthEastern Arizona
Governments Organization

Potential services

- Scheduled service linking Benson, Bisbee, Douglas, and Sierra Vista
- Possible extensions to Tucson, Phoenix, and/or Agua Prieta



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Phase 1

- Identify and quantify demand
- Present series of practical service alternatives



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Phase 2

- Assist community, TAC, and regional policy-makers in evaluation of service alternatives
- Support the development/implementation of the preferred alternative



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Governments Organization

Public participation opportunities

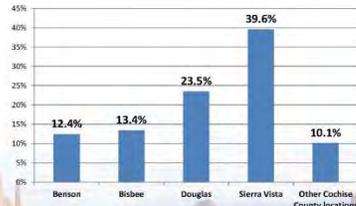
- Community survey
- Community workshops (two rounds)
- Project webpage (online comment mechanism)
- Stakeholder survey
- Stakeholder roundtables



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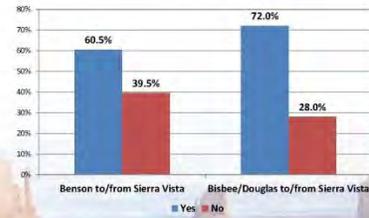
Community survey: Initial results

Current tally: 217



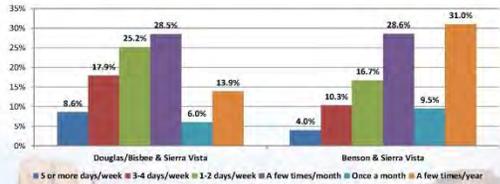
Community survey: Initial results

If a bus service was available linking Douglas/Bisbee and Benson with Sierra Vista, would you use it?



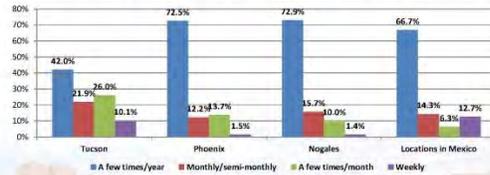
Community survey: Initial results

How often would you use a bus service linking Douglas/Bisbee and Benson with Sierra Vista?



Community survey: Initial results

How often would you use a bus service linking Cochise County with outside destinations?



Discussion

- Is there a need for intercity bus service?
- If yes, preferred service approach?
- If no, other ideas for improving intercity mobility?

Next steps

- Complete the first round of community participation activities
- Identify and quantify demand
- Develop "short list" of potential service alternatives
- Present findings to the community, TAC, and regional policy-makers

Community Meeting sign-in sheets – Round 1

Sign-In Sheet

SEAGO Inter-City Route Study Community Meeting - 10/19/16 Douglas, AZ

Name	Organization	Telephone	Initials
Manuel Martinez	Advanced Cell Center Technologies	520-417-7900	A.C.T
Mary Colleen Sloan		520-366-7806	
Lynny Jordan		520-559-5287	
Cynthia Robles	City of Douglas Transit	520-364-4474	
Humberto Rivera	City of Douglas Transit	520-732-9749	H.R
Phyllis McManis		361-5425	

Sign-In Sheet

SEAGO Inter-City Route Study Community Meeting - 10/19/16 Bisbee, AZ

Name	Organization	Telephone	Initials
Judith Gilligan	Cohise Health Dept	520-255-5268	JG
Melanie Greene	M Greene PRD	520-255-5274	MG

Sign-In Sheet

SEAGO Inter-City Route Study Community Meeting - 10/20/16 Benson, AZ

Name	Organization	Telephone	Initials
John Mandata	SEAGO	520-432-5301	JM
Judy Mitchell		520-586-9062	
Susan Vaughn			
Mary Connors		417-877-0036	
Phyllis Pralgo		520-221-7009	PP
Sid Shell			SS
VATNY CHAMBERS		661-253-1277	
JIM MOORE			

SouthEastern Arizona Governments Organization
Community Workshop

Meeting Date/Time: 10/20/16 12:30 pm
Meeting Location: Sierra Vista

Name	Organization (if any)	Email address	How did you hear about today's workshop?	
Mareic Lee			<input type="checkbox"/> Stakeholder outreach <input type="checkbox"/> Newspaper ad <input type="checkbox"/> Radio <input type="checkbox"/> Other	<input type="checkbox"/> Social media <input type="checkbox"/> Poster or flyer <input type="checkbox"/> Project webpage
NANDOR FELSEN		handor.felsen@gmail.com	<input type="checkbox"/> Stakeholder outreach <input checked="" type="checkbox"/> Newspaper ad <input type="checkbox"/> Radio <input type="checkbox"/> Other	<input type="checkbox"/> Social media <input type="checkbox"/> Poster or flyer <input type="checkbox"/> Project webpage
CLIFF MAHRT			<input type="checkbox"/> Stakeholder outreach <input type="checkbox"/> Newspaper ad <input type="checkbox"/> Radio <input type="checkbox"/> Other	<input type="checkbox"/> Social media <input type="checkbox"/> Poster or flyer <input type="checkbox"/> Project webpage
Brant Bidler		bidler.brant78@gmail.com	<input type="checkbox"/> Stakeholder outreach <input type="checkbox"/> Newspaper ad <input type="checkbox"/> Radio <input type="checkbox"/> Other	<input type="checkbox"/> Social media <input checked="" type="checkbox"/> Poster or flyer <input type="checkbox"/> Project webpage
Carol Welsh	SEABHS	carol-welsh@seabhs.com	<input type="checkbox"/> Stakeholder outreach <input type="checkbox"/> Newspaper ad <input type="checkbox"/> Radio <input type="checkbox"/> Other	<input type="checkbox"/> Social media <input type="checkbox"/> Poster or flyer <input type="checkbox"/> Project webpage
Shiroun Schulte	Vincent de Paul - Our Lady of the Mountains	azoffshewalle@hotmail.com	<input checked="" type="checkbox"/> Stakeholder outreach <input checked="" type="checkbox"/> Newspaper ad <input type="checkbox"/> Radio <input type="checkbox"/> Other	<input type="checkbox"/> Social media <input type="checkbox"/> Poster or flyer <input type="checkbox"/> Project webpage
Will VanArsdel	Wellness Connections	wvanarsdel@wellness-connections.org	<input type="checkbox"/> Stakeholder outreach <input type="checkbox"/> Newspaper ad <input type="checkbox"/> Radio <input type="checkbox"/> Other	<input type="checkbox"/> Social media <input type="checkbox"/> Poster or flyer <input type="checkbox"/> Project webpage
Margaret Lenning	Self	lenning2@yahoo.com	<input type="checkbox"/> Stakeholder outreach <input type="checkbox"/> Newspaper ad <input type="checkbox"/> Radio <input checked="" type="checkbox"/> Other (NAME)	<input type="checkbox"/> Social media <input type="checkbox"/> Poster or flyer <input type="checkbox"/> Project webpage

SouthEastern Arizona Governments Organization
Community Workshop

Meeting Date/Time: 10/20 12:30
Meeting Location: SV

Name	Organization (if any)	Email address	How did you hear about today's workshop?	
Fred Thomson	None	germtrana@cox.net	<input type="checkbox"/> Stakeholder outreach <input type="checkbox"/> Newspaper ad <input type="checkbox"/> Radio <input type="checkbox"/> Other	<input type="checkbox"/> Social media <input type="checkbox"/> Poster or flyer <input type="checkbox"/> Project webpage
EDITH JENNINGS	-	etjulie5@hotmail.com	<input type="checkbox"/> Stakeholder outreach <input type="checkbox"/> Newspaper ad <input type="checkbox"/> Radio <input type="checkbox"/> Other	<input type="checkbox"/> Social media <input type="checkbox"/> Poster or flyer <input type="checkbox"/> Project webpage
Janet Pressler	-	janete@clan.com.net	<input type="checkbox"/> Stakeholder outreach <input type="checkbox"/> Newspaper ad <input type="checkbox"/> Radio <input type="checkbox"/> Other city website	<input type="checkbox"/> Social media <input type="checkbox"/> Poster or flyer <input type="checkbox"/> Project webpage
			<input type="checkbox"/> Stakeholder outreach <input type="checkbox"/> Newspaper ad <input type="checkbox"/> Radio <input type="checkbox"/> Other	<input type="checkbox"/> Social media <input type="checkbox"/> Poster or flyer <input type="checkbox"/> Project webpage
			<input type="checkbox"/> Stakeholder outreach <input type="checkbox"/> Newspaper ad <input type="checkbox"/> Radio <input type="checkbox"/> Other	<input type="checkbox"/> Social media <input type="checkbox"/> Poster or flyer <input type="checkbox"/> Project webpage
			<input type="checkbox"/> Stakeholder outreach <input type="checkbox"/> Newspaper ad <input type="checkbox"/> Radio <input type="checkbox"/> Other	<input type="checkbox"/> Social media <input type="checkbox"/> Poster or flyer <input type="checkbox"/> Project webpage
			<input type="checkbox"/> Stakeholder outreach <input type="checkbox"/> Newspaper ad <input type="checkbox"/> Radio <input type="checkbox"/> Other	<input type="checkbox"/> Social media <input type="checkbox"/> Poster or flyer <input type="checkbox"/> Project webpage

SouthEastern Arizona Governments Organization
Community Workshop

Meeting Date/Time: 10/20/10 2:30
Meeting Location: Sierra Vista

Name	Organization (if any)	Email address	How did you hear about today's workshop?	
L. Miller			<input type="checkbox"/> Stakeholder outreach <input type="checkbox"/> Newspaper ad <input type="checkbox"/> Radio <input type="checkbox"/> Other	<input type="checkbox"/> Social media <input type="checkbox"/> Poster or flyer <input type="checkbox"/> Project webpage
			<input type="checkbox"/> Stakeholder outreach <input type="checkbox"/> Newspaper ad <input type="checkbox"/> Radio <input type="checkbox"/> Other	<input type="checkbox"/> Social media <input type="checkbox"/> Poster or flyer <input type="checkbox"/> Project webpage
			<input type="checkbox"/> Stakeholder outreach <input type="checkbox"/> Newspaper ad <input type="checkbox"/> Radio <input type="checkbox"/> Other	<input type="checkbox"/> Social media <input type="checkbox"/> Poster or flyer <input type="checkbox"/> Project webpage
			<input type="checkbox"/> Stakeholder outreach <input type="checkbox"/> Newspaper ad <input type="checkbox"/> Radio <input type="checkbox"/> Other	<input type="checkbox"/> Social media <input type="checkbox"/> Poster or flyer <input type="checkbox"/> Project webpage
			<input type="checkbox"/> Stakeholder outreach <input type="checkbox"/> Newspaper ad <input type="checkbox"/> Radio <input type="checkbox"/> Other	<input type="checkbox"/> Social media <input type="checkbox"/> Poster or flyer <input type="checkbox"/> Project webpage
			<input type="checkbox"/> Stakeholder outreach <input type="checkbox"/> Newspaper ad <input type="checkbox"/> Radio <input type="checkbox"/> Other	<input type="checkbox"/> Social media <input type="checkbox"/> Poster or flyer <input type="checkbox"/> Project webpage
			<input type="checkbox"/> Stakeholder outreach <input type="checkbox"/> Newspaper ad <input type="checkbox"/> Radio <input type="checkbox"/> Other	<input type="checkbox"/> Social media <input type="checkbox"/> Poster or flyer <input type="checkbox"/> Project webpage
			<input type="checkbox"/> Stakeholder outreach <input type="checkbox"/> Newspaper ad <input type="checkbox"/> Radio <input type="checkbox"/> Other	<input type="checkbox"/> Social media <input type="checkbox"/> Poster or flyer <input type="checkbox"/> Project webpage

Community meeting talking points – Round 2

The second round of community meetings was designed to briefly review results from the community survey and findings from the previous round of meetings, then present a proposed “menu” of recommendations based on that feedback. The meetings included open discussion regarding each proposed recommendation, and participants were asked to complete a “ballot” during the workshop inclusive of their preferences in each of three categories: Intercity Service, Regional Service, and Other Recommendations.

Community meeting summary – Round 2

Four community workshops were held on February 3-4, 2017, to discuss the potential introduction of an intercity bus route in Cochise County. One workshop was held in each of the focus communities of Benson, Bisbee, Douglas, and Sierra Vista. Approximately 40 attendees listened to a short presentation and participated in discussion.

At each meeting, the consultant’s project manager gave a brief presentation including an overview of the project, results of the community survey, results of the first round of community workshops, and proposed bus service options. The proposed options include:

- Intercity service between focus communities of Benson, Bisbee, Douglas, and Sierra Vista.
- Regional service to Tucson and Phoenix.
- Other options such as on-demand services, a subsidized vanpool program, and subsidized fares for Greyhound and/or TAP Royal.

Following the presentation, the project team engaged in a question-and-answer session with meeting attendees.

A summary of each meeting follows.

Community Workshop #1 Legacy Foundation, Sierra Vista February 3, 2017, 9:00 am

The Sierra Vista workshop was attended by 15 people, as well as representatives of the City of Sierra Vista, SEAGO staff, and consultant staff. Following the presentation, the project team engaged in a question-and-answer session with attendees. Key points from the discussion include:

- This study has potentially demonstrated demand for regional services beyond the four focus cities. This type of demand could interest a private transportation company such as Greyhound already serving Benson to extend services into Sierra Vista.
- One of the new service options, a regional service to Tucson, would be open to everyone. Early feedback suggests the primary trip purpose would be medical appointments.
- How would new transportation services affect private transportation providers? The goal of new services would not be to take business away from private shuttles or taxi companies, but to fill a need for people who do not or cannot use these services. SEAGO is interested in working with private providers, as long as they are able to meet FTA requirements (such as ADA accessibility) for funding recipients.

- Attendees wondered why the Legacy Foundation pledged money for new transportation services. The Legacy Foundation has pledged money to the project because intercity transportation has long been identified as a need in the community.
- Any new transportation service would be a three-year demonstration project. Attendees wondered what would happen to the new service after three years. The hope is that the new service will fill such a large need that it will qualify for new funding, and that fares will help sustain it. The goal is a service that can be continued sustainably well beyond the initial three-year period.
- Some attendees asked about the relationship between the new service and the City of Sierra Vista's existing service, Vista Transit. Given the grant funding that has already been secured, the City will not be funding the service during the three-year trial period. In fact, it is hoped that the City's transit service can benefit from additional customers traveling into Sierra Vista and connecting to Vista Transit via the transit center.
- How will success be measured? The service will be judged on ridership growth, cost per ride, and passengers per service hour.

Community Workshop #2
Benson Senior Center
February 3, 2017, 12:30 pm

The Benson meeting was attended by 10 people, as well as representatives of SEAGO, the City of Benson, and the consultant team. Key points from the discussion include:

- Benson would be a valuable destination for new intercity service, given its connection point to Amtrak and Greyhound.
- Attendees were overwhelmingly in favor of the inter-community option that includes Benson.
- There is not currently a manned ticket sales office for either Greyhound or Amtrak in Benson. Tickets have to be bought online or in Tucson. A lot of people don't have access to the internet and going to Tucson to buy a ticket isn't practical.
- Although this study has focused on the communities of Benson, Bisbee, Douglas, and Sierra Vista, it's possible that more communities could be added later (such as Tombstone). It's better to start with a small focus area and then expand as need arises.
- The amount of available funding is currently undetermined, but enough has been secured through grants and a donation from the Legacy Foundation to provide some service for three years. No new taxes are currently under discussion.
- Service days and hours will be based on demand. Currently demand appears to be Monday through Friday.
- The new intercity route will be most successful if it is coordinated with the transit services in each of the four cities. This will likely include joint marketing efforts and possibly a joint fare program.
- Early goals of a new service would be to get people to try the service and show them how easy it is to use. Introduction of the service would be supported by outreach and education.

**Community Workshop #3
Bisbee Senior Center
February 3, 2017, 5:00 pm**

The Bisbee meeting was attended by 12 people, as well as representatives of SEAGO and the consultant team. Key points from the discussion include:

- At this time, new intercity services would focus on the needs of Benson, Bisbee, Douglas, and Sierra Vista. It's possible that other communities in between and beyond could be added later.
- Any private transportation providers receiving federal money would have to be accessible per the Americans with Disabilities Act.
- Regional services are currently provided by several private carriers, Greyhound, and TAP Royal.
- Vanpool schedules would be determined by the members of each pool.
- The new services will need a robust outreach and marketing effort to let people know what is available and how to ride.
- All promotional materials and service information will be available in Spanish.
- A previous regional transit service (Cochise Commuter) was funded by HUD money. That service had ridership, but no funds were available to replace the HUD funding when it ran out.
- There is concern among meeting attendees about getting people dependent on the service and then funding running out. The goal of this project is to start services that will meet transportation needs for the long term.

**Community Workshop #4
Douglas Visitor Center
February 4, 2017, 9:00 am**

The Douglas meeting was attended by five people, as well as representatives of SEAGO, the City of Douglas, and the consultant team. Key points from the discussion include:

- Intercity service in Cochise County is already partially funded between Douglas and Bisbee. This study has looked closely at the need for service up to Benson and down to Agua Prieta.
- The Sierra Vista transit center would likely be a hub for intercity service. Sierra Vista welcomes this, as it would bring more riders to their door.
- Sierra Vista already draws many riders from Agua Prieta.
- There is a need for reliable transportation within the county. One nonprofit group mentioned that many of their clients have lost jobs due to absences caused by repeated car trouble.
- Local employers have even indicated a willingness to adjust schedules to match transit service.
- Tourism-based services have been considered, but are not likely to provide the primary customer base.
- The City of Douglas is under consideration as a provider of the new intercity transit service.

Community meeting take one card – Round 2

Keep In Touch!

Want to stay up to date on the Intercity Bus Transit Feasibility Study project? Visit the project website to review the proposed service, project documents, and submit your comments.

www.CochiseTransitPlan.com

Community meeting ballot – Round 2

TELL US YOUR PRIORITIES

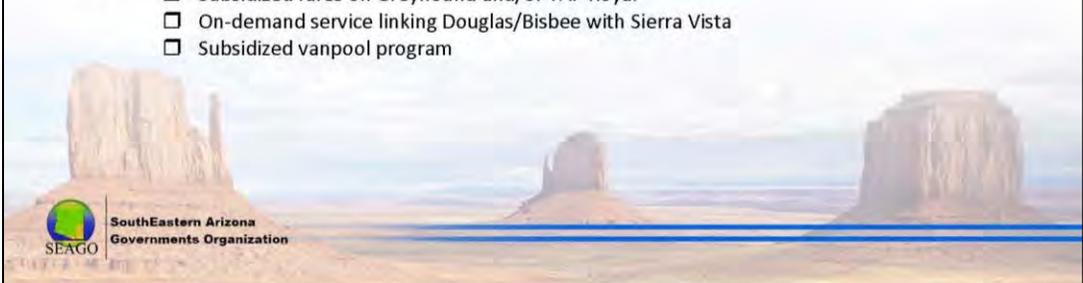
- A. Inter-Community Service – Would you prefer: (check **one**)
 - Scheduled service linking all four communities
 - Scheduled service linking Douglas/Bisbee with Sierra Vista only

- B. Regional Services – Would you prefer: (check **one**)
 - Scheduled service to Tucson only
 - Scheduled service to Tucson and Phoenix

- C. Other Recommendations – Would you prefer: (check **all that apply**)
 - Subsidized fares on Greyhound and/or TAP Royal
 - On-demand service linking Douglas/Bisbee with Sierra Vista
 - Subsidized vanpool program



South Eastern Arizona
Governments Organization



Community meeting presentation – Round 2

SouthEastern Arizona Governments Organization
Cochise County Intercity Bus Feasibility Study



February 3-4, 2017



SouthEastern Arizona
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Core Objectives

- Identify and quantify demand for intercity bus service
- Determine if such service will be financially sustainable
- Receive feedback on proposed intercity service alternatives



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Survey Results

- More than half of all respondents indicated Sierra Vista/Huachuca City as the most common travel destination.
- 73 percent of respondents would use a bus service between Douglas/Bisbee and Sierra Vista.
- 60 percent of respondents would use a bus service between Benson and Sierra Vista.
- Outside of Cochise County, the most desirable location to access via public transit is Tucson.



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Community Workshop Findings

- There is demand for public transportation options between neighboring communities.
- There is a desire to connect each community in Cochise County with each other and Tucson through reliable transit service.
- Residents lack transportation options to access medical services (hospitals in Sierra Vista and Bisbee) and to fulfill jury duty obligations.
- Residents would like to see an intercity service which will allow people to go to the movies, go shopping, etc., in other communities.



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Community Workshop Findings

- Potential services must collaborate with VICAP to include an advocate/volunteer to accompany patients to appointments.
- Providing service every 30-60 minutes would appeal to more users as a convenient and reliable option.
- Education and marketing to the general public is a priority, including travel training and rider education.



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Proposed Recommendations

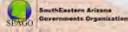
- A. Inter-community service
- B. Regional services
- C. Other recommendations



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Governments Organization

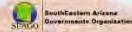
A. Inter-community service

- **Option 1:** Scheduled service linking Benson (Amtrak), Bisbee, Douglas, and Sierra Vista
- **Option 2:** Scheduled service linking Bisbee, Douglas, and Sierra Vista only



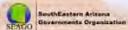
Option 1: Service linking all four communities

- Sierra Vista is the most common travel destination in Cochise County
- Would provide affordable inter-community service to Greyhound and Amtrak
- Addresses recent relocation of several Cochise College classes to Sierra Vista Campus
- No less than two round trips/day, Monday to Saturday
- Larger service area limits route frequency
- Pilot project on Douglas-Bisbee-Sierra Vista portion of route has already been funded through a Legacy Foundation grant



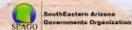
Option 2: Service linking Douglas, Bisbee, and Sierra Vista only

- Sierra Vista is the most common travel destination in Cochise County
- Pilot project has already been funded through a Legacy Foundation grant
- Smaller service area can result in greater route frequency
- Does not provide connections to Greyhound and Amtrak
- Does not provide service to Sierra Vista for persons living in Benson



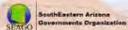
A. Inter-community Service

- Discussion/Comments



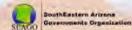
B. Regional Services

- **Option 1:** Scheduled service to Tucson
- **Option 2:** Scheduled service to both Tucson and Phoenix



Option 1: Service to Tucson

- ViCAP and volunteer drivers currently provide to access healthcare and VA services in Tucson – would continue to coordinate with these groups
- No less than one round trip/week
- Would need to accommodate travel companions/patient advocates through reduced/discounted fare



Option 2: Service to Tucson and Phoenix

- Phoenix provides greater options for healthcare, education and entertainment
- Greater operating cost as compared to service to Tucson
- No less than one round trip/week; less frequent service to Phoenix

B. Regional Services

- Discussion/Comments

C. Other Recommendations

- Option 1: Subsidize intercity fares on Greyhound and/or TAP Royal
- Option 2: Establish an on-demand (reservation-based) service linking Bisbee/Douglas and Sierra Vista
- Option 3: Implement a subsidized vanpool program

Option 1: Subsidized fares on Greyhound and/or TAP Royal

- Provide a fare subsidy for trips to Tucson
- Greyhound and TAP Royal are established operators
- Current one-way fare from Benson to Tucson is nine dollars
- TAP Royal service could be adjusted to include Sierra Vista

Option 2: On-demand service linking Bisbee/Douglas and Sierra Vista

- Would operate along an established route at scheduled time
- Advance reservations would be required
- If no one has reserved a seat on a given trip, the trip would not operate

Option 3: Implement a subsidized vanpool program

- Benefits those with regular work- and school-related travel
- Vanpool users shares the cost of operating and maintaining the vehicle
- Provide an initial subsidy to encourage formation of vanpools
- Schools and/or employers can sponsor vanpools for students or employees

C. Other Recommendations

- Discussion/Comments

Next Steps

- Address community feedback
- Provide recommendations findings to decision-makers
- Develop financial and demand forecasts for preferred recommendations
- Final decision-making process
- Implementation timeline

Community meeting sign-in sheets – Round 2

SouthEastern Arizona Governments Organization Workshop

Community Workshops

Meeting Date/Time: Friday, February 3, 2017 (9 am – 10:30 am)

Meeting Location: Legacy Foundation of Southeast Arizona, Sierra Vista

Name	Organization (if any)	Email address	How did you hear about today's workshop?
Coloria Nettles	—	—	<input type="checkbox"/> Stakeholder outreach <input type="checkbox"/> Social media <input type="checkbox"/> Newspaper ad <input checked="" type="checkbox"/> Poster or flyer <input type="checkbox"/> Radio <input type="checkbox"/> Project webpage <input checked="" type="checkbox"/> Other <i>Sierra Vista Transit Center</i>
Evelyn Whitmus	University of Arizona	emarkee@email.arizona.edu	<input checked="" type="checkbox"/> Stakeholder outreach <input type="checkbox"/> Social media <input type="checkbox"/> Newspaper ad <input type="checkbox"/> Poster or flyer <input type="checkbox"/> Radio <input type="checkbox"/> Project webpage <input type="checkbox"/> Other
Tom Reardon	CCRC (Cochise County Reentry Coalition)	ccrcentry@gmail.com	<input type="checkbox"/> Stakeholder outreach <input checked="" type="checkbox"/> Social media <input type="checkbox"/> Newspaper ad <input type="checkbox"/> Poster or flyer <input type="checkbox"/> Radio <input type="checkbox"/> Project webpage <input type="checkbox"/> Other
Cody Singleton	Concerned citizen	svchurchofchrist@yahoo.com	<input type="checkbox"/> Stakeholder outreach <input type="checkbox"/> Social media <input type="checkbox"/> Newspaper ad <input type="checkbox"/> Poster or flyer <input type="checkbox"/> Radio <input type="checkbox"/> Project webpage <input checked="" type="checkbox"/> Other
Lori Schechtman	NAMI bus rider	lori.schechtman@gmail.com	<input type="checkbox"/> Stakeholder outreach <input type="checkbox"/> Social media <input type="checkbox"/> Newspaper ad <input checked="" type="checkbox"/> Poster or flyer <input type="checkbox"/> Radio <input type="checkbox"/> Project webpage <input type="checkbox"/> Other
NANDOR FELSEN	—	nandor.felsen@gmail.com	<input type="checkbox"/> Stakeholder outreach <input type="checkbox"/> Social media <input type="checkbox"/> Newspaper ad <input type="checkbox"/> Poster or flyer <input type="checkbox"/> Radio <input checked="" type="checkbox"/> Project webpage <input type="checkbox"/> Other
TONY GRZMA	3 CANYONS TRANSIT	info@arizonasunshinetours.com	<input type="checkbox"/> Stakeholder outreach <input type="checkbox"/> Social media <input type="checkbox"/> Newspaper ad <input type="checkbox"/> Poster or flyer <input type="checkbox"/> Radio <input type="checkbox"/> Project webpage <input type="checkbox"/> Other
Candace Weingart	Community Food Bank of Southern AZ	cweingart@communityfoodbank.org	<input checked="" type="checkbox"/> Stakeholder outreach <input type="checkbox"/> Social media <input type="checkbox"/> Newspaper ad <input type="checkbox"/> Poster or flyer <input type="checkbox"/> Radio <input type="checkbox"/> Project webpage <input type="checkbox"/> Other

**SouthEastern Arizona Governments Organization Workshop
Community Workshops**

Meeting Date/Time: Friday, February 3, 2017 (9 am – 10:30 am)
Meeting Location: Legacy Foundation of Southeast Arizona, Sierra Vista

Name	Organization (if any)	Email address	How did you hear about today's workshop?
Richard Cayer	City of SV	richard.cayer@sierravistaaz.gov	<input checked="" type="checkbox"/> Stakeholder outreach <input type="checkbox"/> Newspaper ad <input type="checkbox"/> Radio <input type="checkbox"/> Other <input type="checkbox"/> Social media <input type="checkbox"/> Poster or flyer <input type="checkbox"/> Project webpage
CONNIE GASTELUM	SEAGO	cgastelum@seago.org	<input type="checkbox"/> Stakeholder outreach <input type="checkbox"/> Newspaper ad <input type="checkbox"/> Radio <input type="checkbox"/> Other <input type="checkbox"/> Social media <input type="checkbox"/> Poster or flyer <input type="checkbox"/> Project webpage
JESSICA P. VUREA	SEAGO	jurrea@seago.org	<input type="checkbox"/> Stakeholder outreach <input type="checkbox"/> Newspaper ad <input type="checkbox"/> Radio <input type="checkbox"/> Other <input type="checkbox"/> Social media <input type="checkbox"/> Poster or flyer <input type="checkbox"/> Project webpage
Jack Federburgh	SELF	jackfed@jcdx2.com	<input type="checkbox"/> Stakeholder outreach <input type="checkbox"/> Newspaper ad <input type="checkbox"/> Radio <input checked="" type="checkbox"/> Other <input type="checkbox"/> Social media <input type="checkbox"/> Poster or flyer <input type="checkbox"/> Project webpage
Becky Smyth	LFSAZ	becky.smyth@lfsaz.org	<input type="checkbox"/> Stakeholder outreach <input type="checkbox"/> Newspaper ad <input type="checkbox"/> Radio <input type="checkbox"/> Other <input type="checkbox"/> Social media <input type="checkbox"/> Poster or flyer <input type="checkbox"/> Project webpage
Brandt Biddix		biddix.brandt7@gmail.com	<input type="checkbox"/> Stakeholder outreach <input type="checkbox"/> Newspaper ad <input type="checkbox"/> Radio <input checked="" type="checkbox"/> Other <input type="checkbox"/> Social media <input checked="" type="checkbox"/> Poster or flyer <input type="checkbox"/> Project webpage
Susie Dempsey	VICAP	vicapsusie@gmail.com	<input type="checkbox"/> Stakeholder outreach <input type="checkbox"/> Newspaper ad <input type="checkbox"/> Radio <input type="checkbox"/> Other <input type="checkbox"/> Social media <input type="checkbox"/> Poster or flyer <input type="checkbox"/> Project webpage
Debi Galvan	VICAP	vicaps13@gmail.com	<input type="checkbox"/> Stakeholder outreach <input type="checkbox"/> Newspaper ad <input type="checkbox"/> Radio <input type="checkbox"/> Other <input type="checkbox"/> Social media <input type="checkbox"/> Poster or flyer <input type="checkbox"/> Project webpage

Taller de organización de los gobiernos de sureste de Arizona

Fecha y hora de reunión: Viernes, 3 de febrero (9:00 am – 10:30 am)
Lugar de reunión: Legacy Foundation of Southeast Arizona

Nombre	Organización (alguna)	Correo electrónico	¿Cómo se enteró sobre el taller de hoy?
Laura Vile	SEAGO-AAA	lvilla@seago.org	<input type="checkbox"/> Alcance de Accionista <input type="checkbox"/> Anuncio de periódico <input type="checkbox"/> Radio <input checked="" type="checkbox"/> Otro SEAGO <input type="checkbox"/> Red social <input type="checkbox"/> Cartel o folleto <input type="checkbox"/> Página Web de proyecto
mike Normand	City of Sierra Vista	michael.normand@sierravistaaz.gov	<input type="checkbox"/> Alcance de Accionista <input type="checkbox"/> Anuncio de periódico <input type="checkbox"/> Radio <input type="checkbox"/> Otro <input type="checkbox"/> Red social <input type="checkbox"/> Cartel o folleto <input type="checkbox"/> Página Web de proyecto
LETICIA BEJAR	Santa Cruz training Programs	lbejar@madia.com.bo.net	<input type="checkbox"/> Alcance de Accionista <input type="checkbox"/> Anuncio de periódico <input type="checkbox"/> Radio <input checked="" type="checkbox"/> Otro SEAGO <input type="checkbox"/> Red social <input type="checkbox"/> Cartel o folleto <input type="checkbox"/> Página Web de proyecto
Marina C. Galhouse	" "	marina.galhouse@gmail.com	<input type="checkbox"/> Alcance de Accionista <input type="checkbox"/> Anuncio de periódico <input type="checkbox"/> Radio <input checked="" type="checkbox"/> Otro SEAGO <input type="checkbox"/> Red social <input type="checkbox"/> Cartel o folleto <input type="checkbox"/> Página Web de proyecto
			<input type="checkbox"/> Alcance de Accionista <input type="checkbox"/> Anuncio de periódico <input type="checkbox"/> Radio <input type="checkbox"/> Otro <input type="checkbox"/> Red social <input type="checkbox"/> Cartel o folleto <input type="checkbox"/> Página Web de proyecto
			<input type="checkbox"/> Alcance de Accionista <input type="checkbox"/> Anuncio de periódico <input type="checkbox"/> Radio <input type="checkbox"/> Otro <input type="checkbox"/> Red social <input type="checkbox"/> Cartel o folleto <input type="checkbox"/> Página Web de proyecto
			<input type="checkbox"/> Alcance de Accionista <input type="checkbox"/> Anuncio de periódico <input type="checkbox"/> Radio <input type="checkbox"/> Otro <input type="checkbox"/> Red social <input type="checkbox"/> Cartel o folleto <input type="checkbox"/> Página Web de proyecto
			<input type="checkbox"/> Alcance de Accionista <input type="checkbox"/> Anuncio de periódico <input type="checkbox"/> Radio <input type="checkbox"/> Otro <input type="checkbox"/> Red social <input type="checkbox"/> Cartel o folleto <input type="checkbox"/> Página Web de proyecto

**SouthEastern Arizona Governments Organization Workshop
Community Workshops**

Meeting Date/Time: Friday, February 3, 2017 (5:00 pm – 6:15 pm)
Meeting Location: Bisbee Senior Center

Name	Organization (if any)	Email address	How did you hear about today's workshop?
Cynthia Bailey		Lowwhodesgra@yahoo.com	<input type="checkbox"/> Stakeholder outreach <input type="checkbox"/> Newspaper ad <input type="checkbox"/> Radio <input type="checkbox"/> Other <input checked="" type="checkbox"/> Social media <input type="checkbox"/> Poster or flyer <input type="checkbox"/> Project webpage
Rosa Franco			<input type="checkbox"/> Stakeholder outreach <input type="checkbox"/> Newspaper ad <input type="checkbox"/> Radio <input type="checkbox"/> Other <input type="checkbox"/> Social media <input type="checkbox"/> Poster or flyer <input type="checkbox"/> Project webpage
Judith Gilligan	CHSS	judithgilligan@chss.ar.gov	<input checked="" type="checkbox"/> Stakeholder outreach <input type="checkbox"/> Newspaper ad <input type="checkbox"/> Radio <input type="checkbox"/> Other <input type="checkbox"/> Social media <input type="checkbox"/> Poster or flyer <input type="checkbox"/> Project webpage
Ken Hiford	-	-	<input type="checkbox"/> Stakeholder outreach <input checked="" type="checkbox"/> Newspaper ad <input type="checkbox"/> Radio <input type="checkbox"/> Other <input type="checkbox"/> Social media <input type="checkbox"/> Poster or flyer <input type="checkbox"/> Project webpage
Judi Flowers	advisory bus. committee	flowers_judi@yahoo.com	<input type="checkbox"/> Stakeholder outreach <input type="checkbox"/> Newspaper ad <input type="checkbox"/> Radio <input type="checkbox"/> Other <input checked="" type="checkbox"/> Social media <input type="checkbox"/> Poster or flyer <input type="checkbox"/> Project webpage
Carl Kilian		-	<input type="checkbox"/> Stakeholder outreach <input checked="" type="checkbox"/> Newspaper ad <input type="checkbox"/> Radio <input type="checkbox"/> Other <input type="checkbox"/> Social media <input type="checkbox"/> Poster or flyer <input type="checkbox"/> Project webpage
Donna Pulling	-	pulling@hotmail.com	<input type="checkbox"/> Stakeholder outreach <input type="checkbox"/> Newspaper ad <input type="checkbox"/> Radio <input type="checkbox"/> Other <input type="checkbox"/> Social media <input type="checkbox"/> Poster or flyer <input type="checkbox"/> Project webpage
PIERRE MODENA		PIERROT.MODENA@STALIC.COM	<input type="checkbox"/> Stakeholder outreach <input type="checkbox"/> Newspaper ad <input type="checkbox"/> Radio <input checked="" type="checkbox"/> Other <input type="checkbox"/> Social media <input type="checkbox"/> Poster or flyer <input type="checkbox"/> Project webpage

**SouthEastern Arizona Governments Organization Workshop
Community Workshops**

Meeting Date/Time: Friday, February 3, 2017 (5:00 pm – 6:15 pm)
Meeting Location: Bisbee Senior Center

Name	Organization (if any)	Email address	How did you hear about today's workshop?
Susan Large	Chiricahua Comm. Health	slange@chci.org	<input checked="" type="checkbox"/> Stakeholder outreach <input type="checkbox"/> Newspaper ad <input type="checkbox"/> Radio <input type="checkbox"/> Other <input checked="" type="checkbox"/> Social media <input type="checkbox"/> Poster or flyer <input type="checkbox"/> Project webpage
David Skinner		Alango24@msn.com	<input type="checkbox"/> Stakeholder outreach <input type="checkbox"/> Newspaper ad <input type="checkbox"/> Radio <input checked="" type="checkbox"/> Other <input type="checkbox"/> Social media <input type="checkbox"/> Poster or flyer <input type="checkbox"/> Project webpage
mike Normand	City of Sierra Vista	michiel.normand@SIERRAVISTA.AZ.GOV	<input checked="" type="checkbox"/> Stakeholder outreach <input type="checkbox"/> Newspaper ad <input type="checkbox"/> Radio <input type="checkbox"/> Other <input type="checkbox"/> Social media <input type="checkbox"/> Poster or flyer <input type="checkbox"/> Project webpage
ANNAMARIA HAMILTON		anh85603@gmail.com	<input type="checkbox"/> Stakeholder outreach <input checked="" type="checkbox"/> Newspaper ad <input type="checkbox"/> Radio <input type="checkbox"/> Other <input type="checkbox"/> Social media <input type="checkbox"/> Poster or flyer <input type="checkbox"/> Project webpage
Jed Withkowski	Bisbee Resident	Jedwithkowski@gmail.com	<input type="checkbox"/> Stakeholder outreach <input type="checkbox"/> Newspaper ad <input type="checkbox"/> Radio <input checked="" type="checkbox"/> Other <input type="checkbox"/> Social media <input type="checkbox"/> Poster or flyer <input type="checkbox"/> Project webpage
			<input type="checkbox"/> Stakeholder outreach <input type="checkbox"/> Newspaper ad <input type="checkbox"/> Radio <input type="checkbox"/> Other <input type="checkbox"/> Social media <input type="checkbox"/> Poster or flyer <input type="checkbox"/> Project webpage
			<input type="checkbox"/> Stakeholder outreach <input type="checkbox"/> Newspaper ad <input type="checkbox"/> Radio <input type="checkbox"/> Other <input type="checkbox"/> Social media <input type="checkbox"/> Poster or flyer <input type="checkbox"/> Project webpage

SouthEastern Arizona Governments Organization Workshop
Community Workshops

Meeting Date/Time: Friday, February 3, 2017 (12:30 pm – 2pm)
Meeting Location: Benson Senior Center

Name	Organization (if any)	Email address	How did you hear about today's workshop?
S. Wood	N/A	N/A	<input type="checkbox"/> Stakeholder outreach <input type="checkbox"/> Social media <input type="checkbox"/> Newspaper ad <input type="checkbox"/> Poster or flyer <input type="checkbox"/> Radio <input type="checkbox"/> Project webpage <input checked="" type="checkbox"/> Other <i>library flyer</i>
Susan Vaughn	Retired		<input type="checkbox"/> Stakeholder outreach <input checked="" type="checkbox"/> Social media <input type="checkbox"/> Newspaper ad <input type="checkbox"/> Poster or flyer <input type="checkbox"/> Radio <input type="checkbox"/> Project webpage <input type="checkbox"/> Other
Randy Cope	N/A	N/A	<input type="checkbox"/> Stakeholder outreach <input type="checkbox"/> Social media <input type="checkbox"/> Newspaper ad <input type="checkbox"/> Poster or flyer <input type="checkbox"/> Radio <input type="checkbox"/> Project webpage <input type="checkbox"/> Other
Judith M.	N/A	N/A	<input type="checkbox"/> Stakeholder outreach <input type="checkbox"/> Social media <input type="checkbox"/> Newspaper ad <input type="checkbox"/> Poster or flyer <input type="checkbox"/> Radio <input type="checkbox"/> Project webpage <input type="checkbox"/> Other
Mary C	Retired	N/A	<input type="checkbox"/> Stakeholder outreach <input type="checkbox"/> Social media <input type="checkbox"/> Newspaper ad <input type="checkbox"/> Poster or flyer <input type="checkbox"/> Radio <input type="checkbox"/> Project webpage <input type="checkbox"/> Other
Sharon W. Leax	N/A	N/A	<input type="checkbox"/> Stakeholder outreach <input type="checkbox"/> Social media <input type="checkbox"/> Newspaper ad <input type="checkbox"/> Poster or flyer <input type="checkbox"/> Radio <input type="checkbox"/> Project webpage <input type="checkbox"/> Other
CHUCK LILLY	RETIRED	N-A	<input type="checkbox"/> Stakeholder outreach <input type="checkbox"/> Social media <input type="checkbox"/> Newspaper ad <input checked="" type="checkbox"/> Poster or flyer <input type="checkbox"/> Radio <input type="checkbox"/> Project webpage <input type="checkbox"/> Other
			<input type="checkbox"/> Stakeholder outreach <input type="checkbox"/> Social media <input type="checkbox"/> Newspaper ad <input type="checkbox"/> Poster or flyer <input type="checkbox"/> Radio <input type="checkbox"/> Project webpage <input type="checkbox"/> Other

SouthEastern Arizona Governments Organization Workshop
Community Workshops

Meeting Date/Time: Friday, February 3, 2017 (12:30 pm – 2pm)
Meeting Location: Benson Senior Center

Name	Organization (if any)	Email address	How did you hear about today's workshop?
Peggy Judd	Cochise County	pjudd@cochise.az.gov	<input checked="" type="checkbox"/> Stakeholder outreach <input type="checkbox"/> Social media <input type="checkbox"/> Newspaper ad <input type="checkbox"/> Poster or flyer <input type="checkbox"/> Radio <input type="checkbox"/> Project webpage <input checked="" type="checkbox"/> Other <i>county email</i>
Dustin Deegan	City of Tucson	ddeegan@tucson.gov	<input checked="" type="checkbox"/> Stakeholder outreach <input type="checkbox"/> Social media <input type="checkbox"/> Newspaper ad <input type="checkbox"/> Poster or flyer <input type="checkbox"/> Radio <input type="checkbox"/> Project webpage <input type="checkbox"/> Other
MOE SINSLER	TOMBSON		<input type="checkbox"/> Stakeholder outreach <input type="checkbox"/> Social media <input type="checkbox"/> Newspaper ad <input type="checkbox"/> Poster or flyer <input type="checkbox"/> Radio <input type="checkbox"/> Project webpage <input type="checkbox"/> Other
			<input type="checkbox"/> Stakeholder outreach <input type="checkbox"/> Social media <input type="checkbox"/> Newspaper ad <input type="checkbox"/> Poster or flyer <input type="checkbox"/> Radio <input type="checkbox"/> Project webpage <input type="checkbox"/> Other
			<input type="checkbox"/> Stakeholder outreach <input type="checkbox"/> Social media <input type="checkbox"/> Newspaper ad <input type="checkbox"/> Poster or flyer <input type="checkbox"/> Radio <input type="checkbox"/> Project webpage <input type="checkbox"/> Other
			<input type="checkbox"/> Stakeholder outreach <input type="checkbox"/> Social media <input type="checkbox"/> Newspaper ad <input type="checkbox"/> Poster or flyer <input type="checkbox"/> Radio <input type="checkbox"/> Project webpage <input type="checkbox"/> Other
			<input type="checkbox"/> Stakeholder outreach <input type="checkbox"/> Social media <input type="checkbox"/> Newspaper ad <input type="checkbox"/> Poster or flyer <input type="checkbox"/> Radio <input type="checkbox"/> Project webpage <input type="checkbox"/> Other

**SouthEastern Arizona Governments Organization Workshop
Community Workshops**

Meeting Date/Time: Saturday, February 4, 2017 (9:00 am – 10:30 am)

Meeting Location: Douglas Visitor's Center

Name	Organization (if any)	Email address	How did you hear about today's workshop?
DAVID CARRANZA	CITY OF DOUGLAS	david.carranza@douglasaz.gov	<input checked="" type="checkbox"/> Stakeholder outreach <input type="checkbox"/> Social media <input type="checkbox"/> Newspaper ad <input type="checkbox"/> Poster or flyer <input type="checkbox"/> Radio <input type="checkbox"/> Project webpage <input type="checkbox"/> Other
Cynthia de Robles	City of Douglas	Cynthia.ucuna-robles@douglasaz.gov	<input type="checkbox"/> Stakeholder outreach <input type="checkbox"/> Social media <input type="checkbox"/> Newspaper ad <input type="checkbox"/> Poster or flyer <input type="checkbox"/> Radio <input type="checkbox"/> Project webpage <input type="checkbox"/> Other
Danny de Morales	City of Douglas	danny.de.morales@douglasaz.gov	<input type="checkbox"/> Stakeholder outreach <input type="checkbox"/> Social media <input type="checkbox"/> Newspaper ad <input type="checkbox"/> Poster or flyer <input type="checkbox"/> Radio <input type="checkbox"/> Project webpage <input type="checkbox"/> Other
John Merideth	Seago		<input type="checkbox"/> Stakeholder outreach <input type="checkbox"/> Social media <input type="checkbox"/> Newspaper ad <input type="checkbox"/> Poster or flyer <input type="checkbox"/> Radio <input type="checkbox"/> Project webpage <input type="checkbox"/> Other
Aljandra Gonzalez	City of Douglas	aljandra.gonzalez@douglasaz.gov	<input type="checkbox"/> Stakeholder outreach <input type="checkbox"/> Social media <input type="checkbox"/> Newspaper ad <input checked="" type="checkbox"/> Poster or flyer <input type="checkbox"/> Radio <input type="checkbox"/> Project webpage <input type="checkbox"/> Other
Martina Morales			<input type="checkbox"/> Stakeholder outreach <input type="checkbox"/> Social media <input type="checkbox"/> Newspaper ad <input type="checkbox"/> Poster or flyer <input type="checkbox"/> Radio <input type="checkbox"/> Project webpage <input type="checkbox"/> Other
Lucia Spikes	St. Vincent de Paul	luciaspikes@hotmail.com	<input type="checkbox"/> Stakeholder outreach <input type="checkbox"/> Social media <input type="checkbox"/> Newspaper ad <input type="checkbox"/> Poster or flyer <input type="checkbox"/> Radio <input type="checkbox"/> Project webpage <input checked="" type="checkbox"/> Other
HUMBERTO RIVERA	CITY OF DOUGLAS	humberto.rivera@douglasaz.gov	<input checked="" type="checkbox"/> Stakeholder outreach <input type="checkbox"/> Social media <input type="checkbox"/> Newspaper ad <input type="checkbox"/> Poster or flyer <input type="checkbox"/> Radio <input type="checkbox"/> Project webpage <input type="checkbox"/> Other

Cochise County Intercity Bus Routes Survey

The SouthEastern Arizona Governments Organization is studying the need for intercity bus routes between Douglas, Bisbee, and Sierra Vista; between Sierra Vista and Benson; and between Cochise County and other locations. We'd like to know about how you get around, as well as if there are things we can do to help you get to your preferred destinations.

Everyone who completes a survey by **October 21** will be entered into a random drawing for **one of four \$50 VISA gift cards**.

1. What is your home ZIP/postal code? _____
2. What is your most common method of travel? (choose one)
- Walk/bicycle/skateboard
 - Personal vehicle (car/truck/motorcycle)
 - Public transit (specify: _____)
 - Ride with family or friends
 - Taxi/private shuttle
 - Transportation provided by an organization
 - Carpool/vanpool
 - Other (specify: _____)

3. Do you have access to a personal vehicle?
- Yes, all the time
 - Yes, some of the time
 - No or rarely

4. What are your most common travel destinations? (check all that apply)
- Within my home community
 - Douglas/Agua Prieta
 - Bisbee/Naco
 - Benson
 - Sierra Vista/Huachuca City
 - Outside Cochise County
 - Other (specify: _____)

5. If bus service was available between Douglas/Bisbee and Sierra Vista, would you use it?
- I would use it → **Continue to Question 6**
 - I would not use it → **Skip to Question 8**

6. How frequently are you likely to use a bus service between Douglas/Bisbee and Sierra Vista?
- 5 or more days/week
 - 3-4 days/week
 - 1-2 days/week
 - Once a month
 - A few times/month
 - A few times/year

7. What time(s) of day would you be most likely to travel between Douglas/Bisbee and Sierra Vista?

	Weekday	Weekend
Early morning (6 am – 10 am)	<input type="checkbox"/>	<input type="checkbox"/>
Morning (10 am – 12 pm)	<input type="checkbox"/>	<input type="checkbox"/>
Afternoon (12 pm – 4 pm)	<input type="checkbox"/>	<input type="checkbox"/>
Late afternoon/early evening (4 pm – 7 pm)	<input type="checkbox"/>	<input type="checkbox"/>
Evening (7 pm – 10 pm)	<input type="checkbox"/>	<input type="checkbox"/>

8. If bus service was available between Sierra Vista and Benson (including a connection to Amtrak), would you use it?
- I would use it → **Continue to Question 9**
 - I would not use it → **Skip to Question 11**

9. How frequently are you likely to use a bus service between Sierra Vista and Benson?
- 5 or more days/week
 - 3-4 days/week
 - 1-2 days/week
 - Once a month
 - A few times/month
 - A few times/year

10. What time(s) of day would you be most likely to travel between Sierra Vista and Benson?

	Weekday	Weekend
Early morning (6 am – 10 am)	<input type="checkbox"/>	<input type="checkbox"/>
Morning (10 am – 12 pm)	<input type="checkbox"/>	<input type="checkbox"/>
Afternoon (12 pm – 4 pm)	<input type="checkbox"/>	<input type="checkbox"/>
Late afternoon/early evening (4 pm – 7 pm)	<input type="checkbox"/>	<input type="checkbox"/>
Evening (7 pm – 10 pm)	<input type="checkbox"/>	<input type="checkbox"/>

11. Would you be likely to use public transit to travel from Cochise County to other locations? If so, indicate how frequently.

	A few times/year	Monthly/semi-monthly	A few times/month	Weekly
Tucson	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Phoenix	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Nogales	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Locations in Mexico	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

12. What is your employment status?
- Employed full-time
 - Employed part-time
 - Not employed/seeking employment
 - Retired

12a. If you are currently employed, what is the ZIP/postal code for your place of employment?

13. Are you a college student?
- Yes, full-time
 - Yes, part-time
 - No

13a. If you are a college student, what school do you attend? (Please indicate the city where it is located if your school has multiple campuses)

To participate in the drawing for \$50 VISA gift cards, provide your contact information.

Name: _____

Phone/Email: _____

[Stakeholder workshop notes](#)

Douglas Public Library

Wednesday, October 19, 2016, 4:00 pm

Stakeholder Workshop

Sierra Vista Public Library

Thursday, October 20, 2016, 10:30 am

Stakeholder Workshop

(See sign-in sheet for attendees; total count 12)

The Douglas workshop was held but there was not attendance other than representatives of SEAGO and the consultant team.

Sierra Vista workshop was attended by 12 people, as well as representatives of SEAGO and the consultant team. Key points from the discussion include:

- There is high demand for transportation to the Tucson area. If Douglas and Bisbee residents were able to travel to Sierra Vista, ViCAP would be able to provide transportation to Tucson.
- The anticipated service may be provided in two tiers with one service transporting passengers between the four local communities, and one service that travels to Tucson.
- Regional services are currently provided by several private carriers, Greyhound, and TAP Royal.
- Service is anticipated to be provided to the general public.
- Currently, a free shuttle provides transportation between Huachuca City and Sierra Vista.
- There needs to be collaboration between the communities that does not have to include funding but letters of support from elected officials.
- There has been a good response rate with stakeholder survey participation. Many of the communities within the study area have participated.
- The focus of a transit program is to provide a sustainable service. The proposed service may not be a profit-making endeavor. The goal is to provide appropriate service to the community.

Stakeholder workshop sign-in sheets

SouthEastern Arizona Governments Organization Stakeholder Workshop		Meeting Date/Time: 10/20/16 10:30A Meeting Location: Sierra Vista
Name	Organization	Email address
George Graun	St. Vincent de Paul	} gggraun1@cox.net
Martha Graun	" " "	
LeAnn Samson	" " "	Hammett hbnice0455@Gmail.com
Marge Conroy	" " "	conroym@cox.net
SANDRA MARTIN	" " "	martina.j@cox.net
George Castle	VICAP	georgecastle@cox.net
Daniel Gode	VICAP	vicapsw13@gmail.com
Shirley Schulte	St Vincent de Paul OMM	az055thewall@hotmail.com
Richard Cayar	Vista Transit	
Don Coxworth	SUMPO	SUMPO@SierraVistaAZ.gov
Sharon Flossar	Sierra Vista Public Works	sharon.flossar@sierravistaaz.gov

1

Stakeholder workshop e-blast

Dear Community Partner,

SEAGO is conducting a study to identify opportunities and demand for intercity bus routes between Benson, Bisbee, Douglas, and Sierra Vista. In addition, locations outside of Cochise County (such as Tucson or Phoenix) are also being examined regarding demand for service.

You have been identified as a stakeholder for the Cochise County Intercity Route Feasibility Study by SEAGO and its consultant team. Your input is very important to us, and we are asking for your participation during the community involvement portion of the project.

To that end, you are invited to attend one of two stakeholder workshops being held later this month. They are being held in concert with four community "listening sessions," each of which will be open to the general public. Times, dates, and locations are outlined below.

You may have already received a packet of flyers promoting the community workshops for posting and distribution. Thank you if you have already started getting the word out. We have also attached posters and flyers to this email and ask that you share this material with your employees and the populations you serve. Social media content suitable for posting on Twitter and Facebook is also provided.

We would also like to invite you to complete a short stakeholder survey. This allows us to better understand the transportation needs of your organization and the population(s) you serve. Go to www.CochiseTransitPlan.com to take the survey online, or complete the attached survey and return it

via email to Kathy@moore-associates.net or regular mail to Moore & Associates, 28159 Avenue Stanford, Suite 110, Valencia, CA 91355. Please complete your survey no later than October 18, 2016.

If you know of other stakeholders you believe would also like to participate in one of the stakeholder workshops, but have yet to receive this invitation, please feel free to forward it to them. We would appreciate your letting us know if we can expect you at one of the workshops no later than October 18, 2016. Simply email me at Kathy@moore-associates.net or give me a call at 888.743.5977 to let us know you are coming and how many will be attending on behalf of your organization.

<p style="text-align: center;">DOUGLAS</p> <p style="text-align: center;">Wednesday, October 19, 2016 Community Workshop: 2:30 pm Stakeholder Workshop: 4:00 pm <i>Douglas Public Library 560 E. 10th St.</i></p>	<p style="text-align: center;">BISBEE</p> <p style="text-align: center;">Wednesday, October 19, 2016 Community Workshop: 6:30 pm <i>Bisbee Senior Center 300 Collins Rd.</i></p>
<p style="text-align: center;">BENSON</p> <p style="text-align: center;">Thursday, October 20, 2016 Community Workshop: 8:30 am <i>Arizona's G&T Cooperatives' community room 1000 S. Hwy 80</i></p>	<p style="text-align: center;">SIERRA VISTA</p> <p style="text-align: center;">Thursday, October 20, 2016 Stakeholder Workshop: 10:30 am Community Workshop: 12:30 pm <i>Sierra Vista Public Library 2600 E. Tacoma St.</i></p>

Stakeholder workshop letter



Dear Community Partner,

The SouthEastern Arizona Governments Organization (SEAGO) is conducting a study to explore the feasibility of intercity bus routes connecting Benson, Bisbee, Douglas, and Sierra Vista, with possible links outside of Cochise County.

As you are a valuable partner within our region, we would like to ask your assistance in advertising several upcoming "listening sessions" to which the public is invited to share needs and priorities regarding intercity transportation. These workshops will be taking place on October 19, 2016, in Douglas and Bisbee, and on October 20, 2016, in Benson and Sierra Vista. As the host location for one of the sessions, we would appreciate your support in promoting that workshop. We have enclosed posters and flyers for display and distribution.

If you would like to request electronic versions of either item, please contact me at 888.743.5977 or kathy@moore-associates.net.

Thank you for your support of this important project, and we look forward to seeing you at one of the upcoming workshops.

Sincerely,

Kathy Chambers

Kathy Chambers
Cochise County Intercity Route Feasibility Study Project Team



Stakeholder survey

1. Where is your organization's primary location within Cochise County?
 Benson Bisbee Douglas Sierra Vista Other _____

2. What geographic area(s) does your organization serve? (select all that apply)
 Benson/Pomerene/St. David Bisbee/Naco Douglas/Pirtleville
 Sierra Vista/Huachaca City North Cochise County Central Cochise County
 East Cochise County All of Cochise County
 Other _____

3. Which of the following best describes your organization?
 Private, non-profit Private, for-profit
 Public entity Other (specify): _____

4. Which category (or categories) best describe your organization and/or the services it provides? (check all that apply)
 Large employer Educational institution (including vocational training)
 Child care program Healthcare services (medical/dental)
 Mental health services Recreational/social activities
 Job placement services Residential care program
 Transportation provider Volunteer opportunities
 Rehabilitation services Faith-based organization
 Senior center Commercial/retail business
 Government entity (local, State, or Federal) Other social services
 Other (specify): _____

5. How many employees does your organization have?
 1-25 26-50 51-100 101-500 501-1,000 1,001 or more

6. How many persons (clients, students, members, etc.) does your organization serve in a typical year?
 1-50 51-100 101-500 501-1,000 1,001 or more

7. When does your organization typically operate (days/hours of operation)? _____

8. Do you provide services to clients at more than one location? Yes No
 If Yes, please list satellite locations: _____

B. OVERVIEW OF EMPLOYEE TRANSPORTATION NEEDS AND AVAILABLE SERVICES

This section examines the manner by which your employees travel to/from work.

9. How do employees travel to your primary location/site? (check all that apply)
 Drive alone Carpool/vanpool Public transit
 Get a ride with family or friends Taxi Other (specify): _____

10. Do any of your employees use vouchers of any sort in conjunction with transportation? If so, please describe who is eligible for vouchers, who issues the vouchers, and what type(s) of transportation services are covered.

11. Do any of your employees commute from outside the community in which your organization/business is located?
 Yes No

12. If you answered "Yes" to question 11: To the best of your knowledge, how many of your employees typically travel from... (Check the applicable percentage for each community.)

	None	1-25%	26-50%	51-75%	76-100%
Benson	<input type="checkbox"/>				
Bisbee	<input type="checkbox"/>				
Douglas	<input type="checkbox"/>				
Sierra Vista	<input type="checkbox"/>				
Other	<input type="checkbox"/>				

13. To the best of your knowledge, what percentage of your employees have difficulty finding reliable transportation with which to travel to work? None 1-25% 26-50% 51-75% 76-100%

14. In your opinion, what percentage of your employees might utilize a new bus route linking Douglas and Bisbee to Sierra Vista? None 1-25% 26-50% 51-75% 76-100%

15. In your opinion, what percentage of your employees would be likely to utilize a new bus route linking Sierra Vista and Benson? None 1-25% 26-50% 51-75% 76-100%

C. OVERVIEW OF CLIENTS/MEMBERS/STUDENTS TRANSPORTATION NEEDS

This section is intended to be completed by organizations that provide services to the community, including social service providers, healthcare providers, schools/training programs, religious organizations, etc. It examines the manner by which clients, patients, members, or students access your organization's programs and services.

If you are a commercial or retail business that does not provide such a service, skip to Section D.

16. Do the persons you serve use any federal- or state-subsidized transportation? (This could include subsidized transportation provided by the Arizona Department of Transportation, Department of Economic Security, Division of Developmental Disabilities, Area Agency on Aging, AHCCCS, Medicaid, U.S. Department of Labor, and Veterans Administration.) Yes No

17. Does your organization use vouchers of any sort in conjunction with transportation? If so, please describe who is eligible for vouchers, who issues the vouchers, and what type(s) of transportation services are covered.

18. Do the persons you serve typically travel within their home community to access the services your organization provides? Yes No Combination of both

CONTINUED ON REVERSE →

19. If you answered "No" or "Combination of Both" to question 18, what percentage of the persons you serve typically travel from...

	None	1-25%	26-50%	51-75%	76-100%
Benson	<input type="checkbox"/>				
Bisbee	<input type="checkbox"/>				
Douglas	<input type="checkbox"/>				
Sierra Vista	<input type="checkbox"/>				
Other	<input type="checkbox"/>				

20. To the best of your knowledge, what percentage of the persons you serve typically travel to/from areas outside Cochise County?

	None	1-25%	26-50%	51-75%	76-100%
Phoenix	<input type="checkbox"/>				
Tucson	<input type="checkbox"/>				
Nogales	<input type="checkbox"/>				
Mexico	<input type="checkbox"/>				
Other	<input type="checkbox"/>				

21. How do the persons you serve travel to your primary program location/site? (check all that apply)
 Drive themselves Carpool/vanpool
 Get a ride with family or friends Taxi
 Public transit Our organization provides transportation
 Another organization provides transportation Other (specify): _____

22. What percentage of the persons you serve depend on rides from others (including public transit) to access your services? None 1-25% 26-50% 51-75% 76-100%

23. What percentage of the persons you serve would be likely to utilize a new intercity bus route linking Douglas and Bisbee and Sierra Vista? None 1-25% 26-50% 51-75% 76-100%

24. What percentage of the persons you serve would be likely to utilize a new intercity bus route linking Sierra Vista and Benson? None 1-25% 26-50% 51-75% 76-100%

25. In your opinion, how many additional persons would you likely serve if additional intercity transportation options existed?
 1-25% more 26-50% more 51-75% more 76-100% more No change

D. INTERCITY TRAVEL OPTIONS

This section is intended to identify preferences for future intercity transportation options.

26. What type of new intercity transportation option do you believe would be most popular with your employees and/or the people you serve?
 Public bus Dedicated shuttle Vanpool program

27. Would your employees or the persons you serve be more likely to utilize a new intercity bus if a travel subsidy were available to cover a portion of the cost? Yes No

Thank you for your feedback.

2016 Cochise County Intercity Routes Stakeholder Survey

SouthEastern Arizona Governments Organization invites your organization to participate in the Cochise County Intercity Bus Route Feasibility Study. We are surveying transportation stakeholders to identify needs for intercity transportation between Douglas, Bisbee, and Sierra Vista; between Sierra Vista and Benson; and between Cochise County and other locations. The results of this study will help plan new routes and schedules for potential bus service linking these cities. By completing this survey you can help improve transportation options for your clients. Return your completed survey by October 18, 2016.

How to participate:

1. Take the survey by filling out this form and mailing it back using the enclosed postage-paid envelope.
2. Take the survey online by visiting the project webpage at www.CochiseTransitPlan.com.
3. Join us at a stakeholder workshop on October 19-20, 2016. Workshop details can be found at www.CochiseTransitPlan.com.

Thank you for your participation!

A. ORGANIZATION INFORMATION

This section requests basic information about your organization/business.

Organization/Business Name	
Name of Contact Person	
Title of Contact Person	
Mailing Address	
Telephone	()
Email address	
Street address (if different from mailing address)	

TURN PAGE TO BEGIN SURVEY →

Technical Memo #4: Community Survey Analysis

In Fall 2016, SEAGO commissioned a community survey as part of the Intercity Route Feasibility Study. The survey was designed to identify and quantify the demand within Cochise County for a public intercity transit service between the communities of; Benson, Bisbee, Douglas, and Sierra Vista. Such data will help guide the decision-making process regarding the development of intercity transportation.

Survey Development and Administration

The survey was developed in conjunction with SEAGO staff. Once the instrument was approved, it was translated to Spanish. Moore & Associates uploaded both the English and Spanish versions of the survey instrument to Survey Monkey to support online data collection. The survey was also distributed during community workshops, as well as by survey staff canvassing each community, distributing the survey to willing participants.

The community survey yielded 747 valid responses, ensuring a statistical accuracy of 95 percent with a margin of error of ± 3.6 percent.

Data Processing

While survey responses were received online, those survey responses received during the community workshops or through community canvassing were entered into Survey Monkey.

Data cleaning was completed following completion of data entry. This process resolved variations in data entry that resulted in identical responses being sorted as different (i.e., "Cochise College" and "CC" were rationalized to provide a single response). The cleaned data was then imported into a Statistical Package for the Social Sciences (SPSS) database for further analysis.

All respondents (747 respondents)

Key Findings

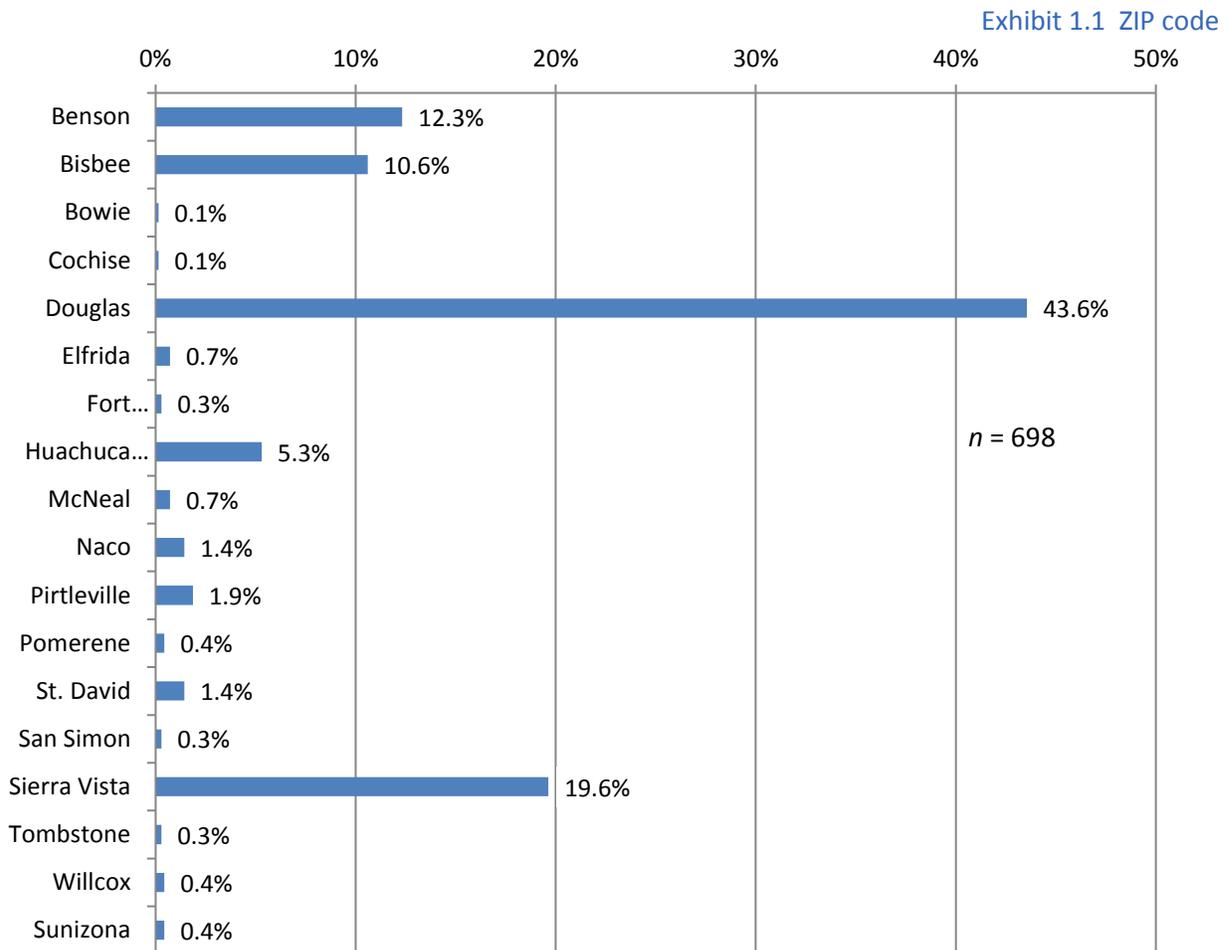
- The primary mode of transportation is the personal vehicle (61.2 percent).
- More than half of all respondents (58.1 percent) indicated Sierra Vista/Huachuca City as the most common travel destination.
- If bus service was available between Douglas/Bisbee and Sierra Vista, 72.6 percent of respondents would use it.
 - Of those respondents who would use the bus service between Douglas/Bisbee and Sierra Vista, 47.7 percent would use the service at least 1-2 days/week.
 - The highest demand for service is during weekdays from 6 a.m. till 12 p.m.
- If bus service was available between Sierra Vista and Benson, 60 percent of respondents would use it.
 - Of those respondents who would use the bus service between Sierra Vista and Benson, 32.5 percent would use the service at least 1-2 days/week.
 - The highest demand for service is during weekdays from 6 a.m. till 12 p.m.
- The most desirable location outside of Cochise County for respondents to access via public transit is Tucson.

- Of those respondents who would use public transit if it were available to Tucson, 70 percent indicated using the service at least a few times/month.

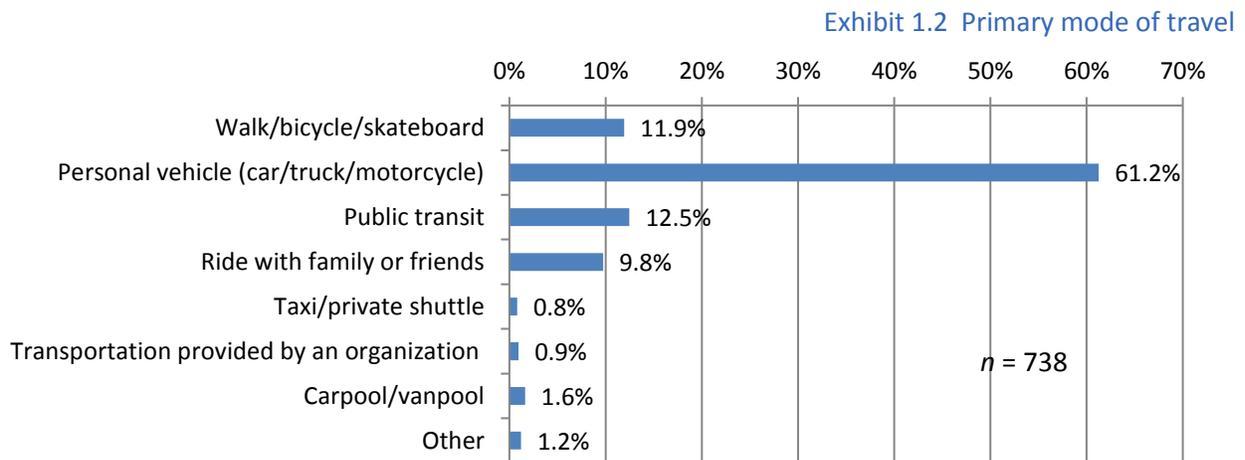
Exhibits

The balance of this section presents exhibits illustrating responses to individual survey questions.

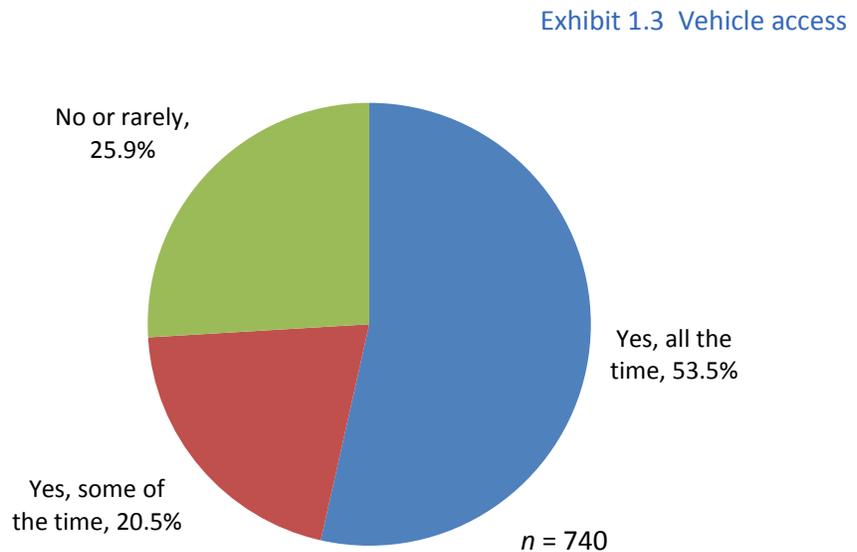
Q1. What is your home ZIP/postal code?



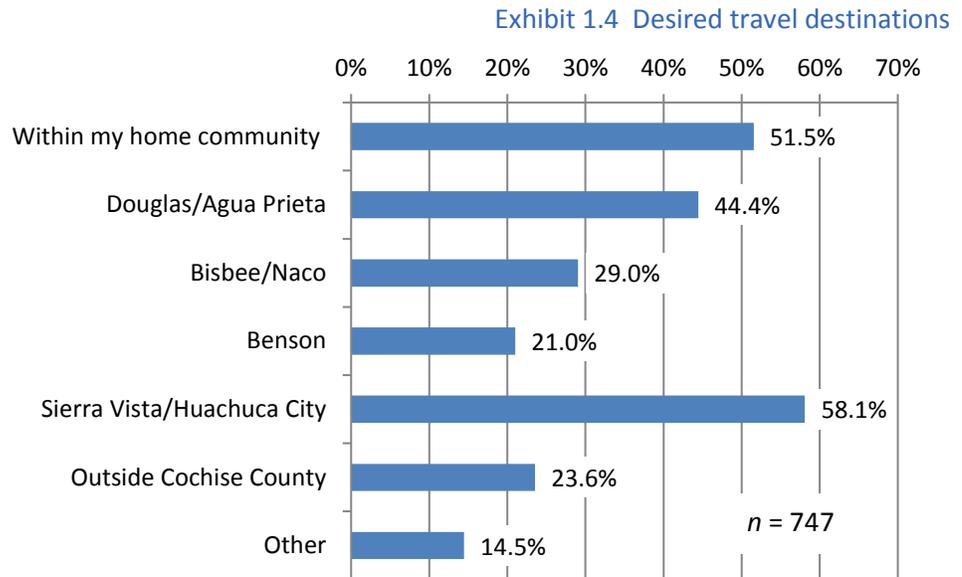
Q2. What is your most common method of travel? (select only one)



Q3. Do you have access to a personal vehicle?

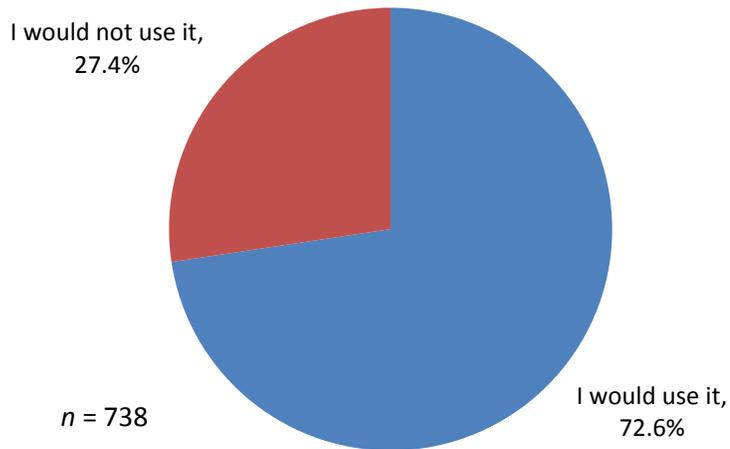


Q4. What are your most common travel destinations? (select all that apply)



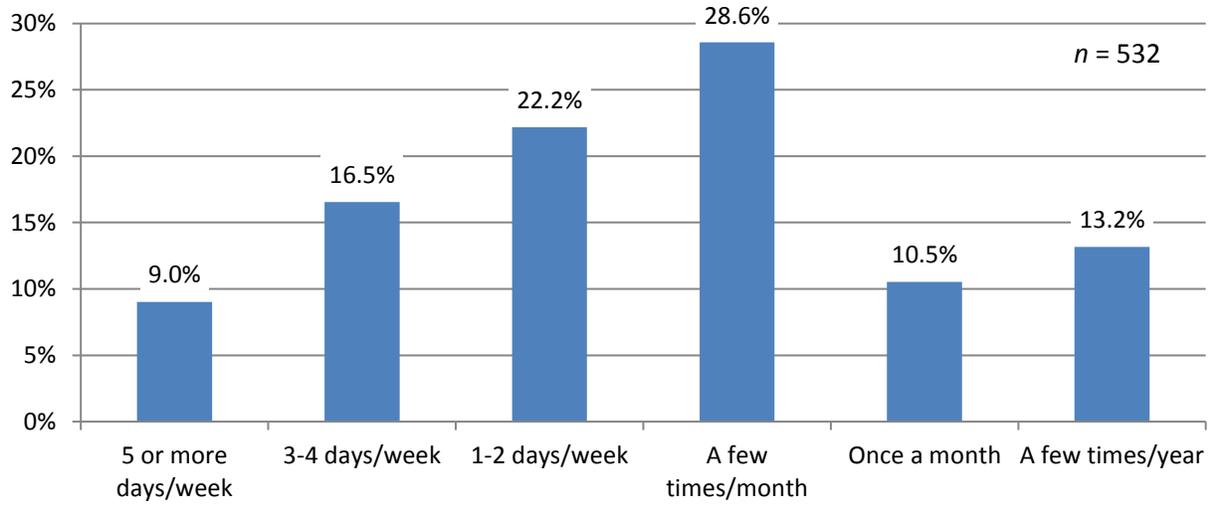
Q5. If bus service was available between Douglas/Bisbee and Sierra Vista, would you use it?

Exhibit 1.5 Likely usage – Douglas/Bisbee and Sierra Vista route



Q6. How frequently are you likely to use a bus service between Douglas/Bisbee and Sierra Vista?

Exhibit 1.6 Frequency of use - Douglas/Bisbee and Sierra Vista route



Q7. What time(s) of day would you be most likely to travel between Douglas/Bisbee and Sierra Vista?

Exhibit 1.7.a Preferred time of travel - Douglas/Bisbee and Sierra Vista route – Weekday service

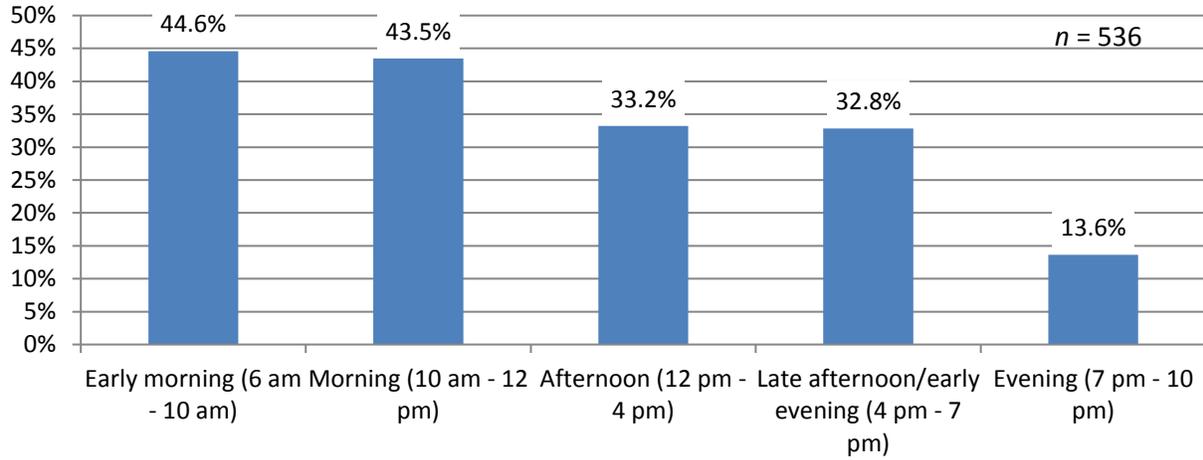
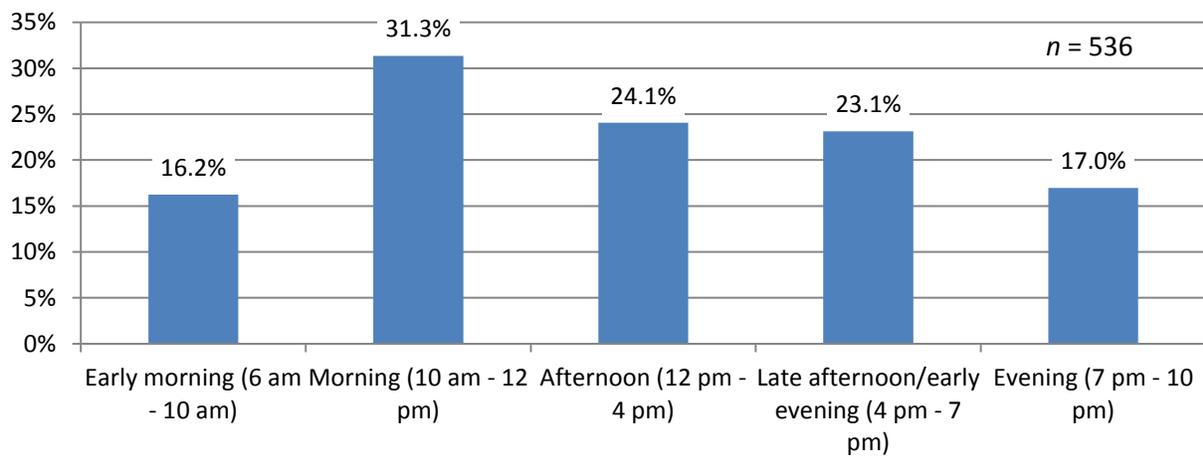
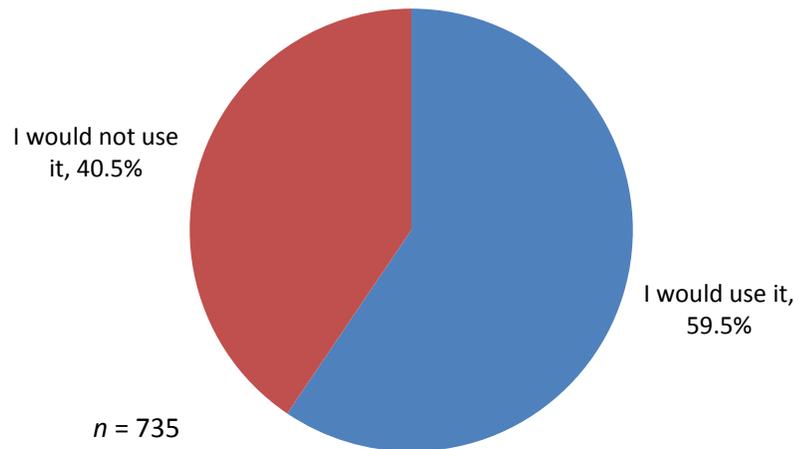


Exhibit 1.7.b Preferred time of travel - Douglas/Bisbee and Sierra Vista route – Weekend service



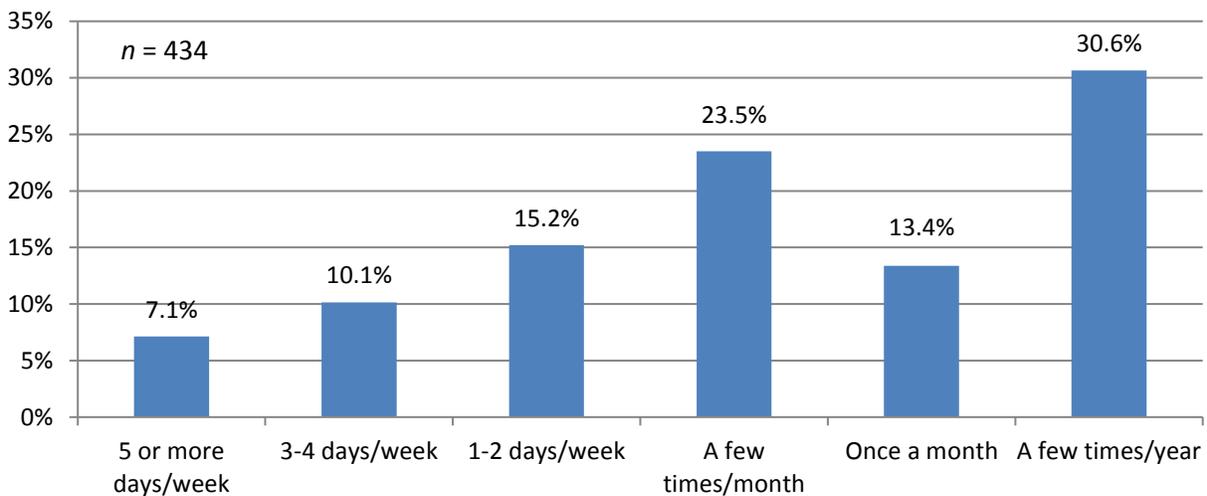
Q8. If bus service was available between Sierra Vista and Benson (including a connection to Amtrak), would you use it?

Exhibit 1.8 Likely usage – Sierra Vista and Benson route



Q9. How frequently are you likely to use a bus service between Sierra Vista and Benson?

Exhibit 1.9 Frequency of use - Sierra Vista and Benson route



Q10. What time(s) of day would you be most likely to travel between Sierra Vista and Benson?

Exhibit 1.10.a Preferred time of travel - Sierra Vista and Benson route – Weekday service

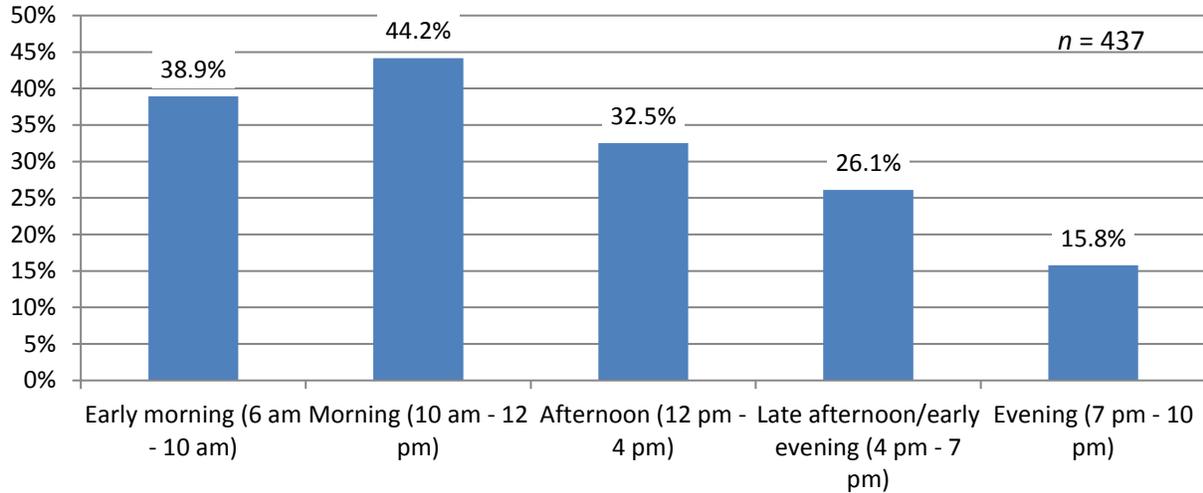
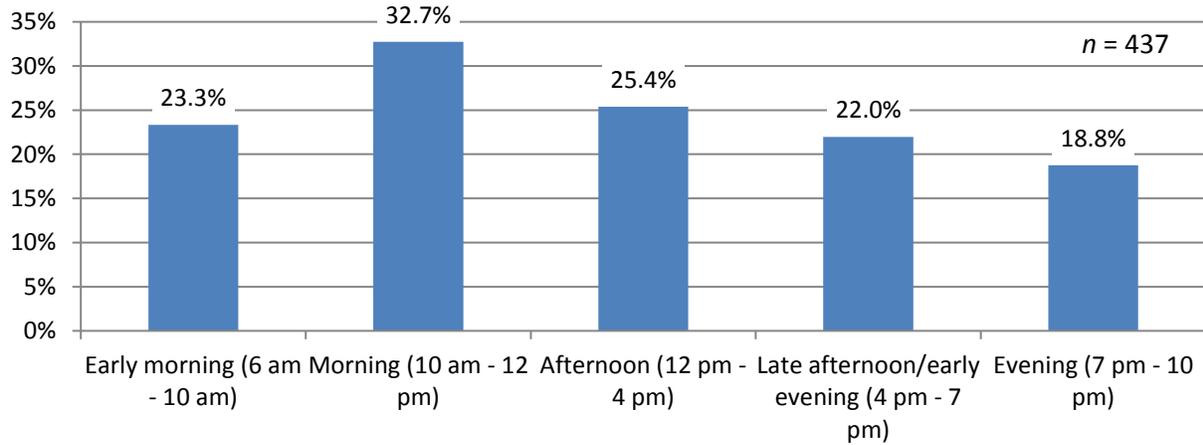
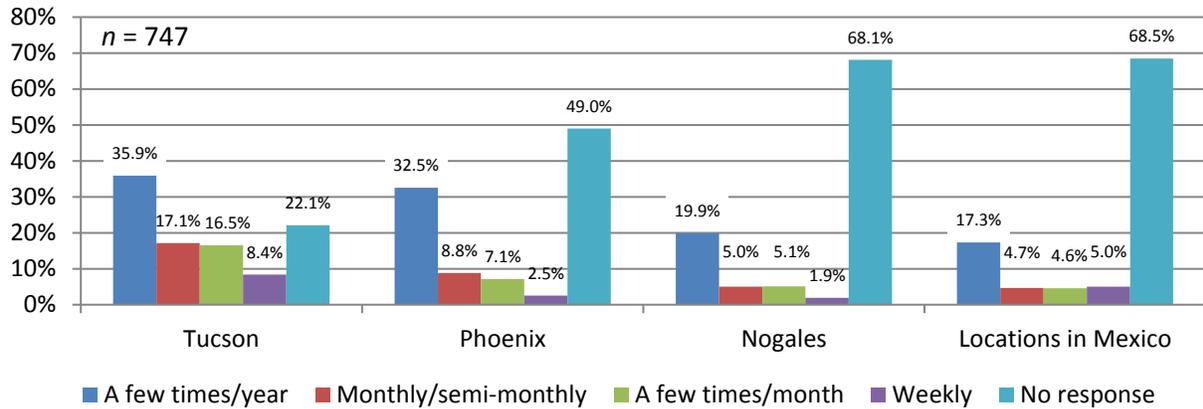


Exhibit 1.10.b Preferred time of travel - Sierra Vista and Benson route – Weekend service



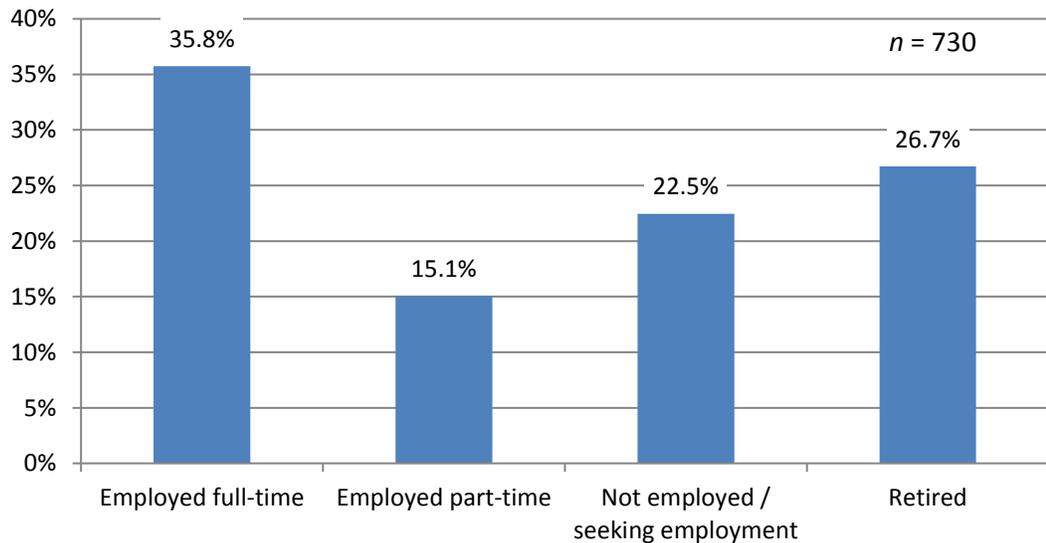
Q11. Would you likely use public transit to travel from Cochise County to other locations? If so, indicate how frequently.

Exhibit 1.11 Likely travel locations outside Cochise County



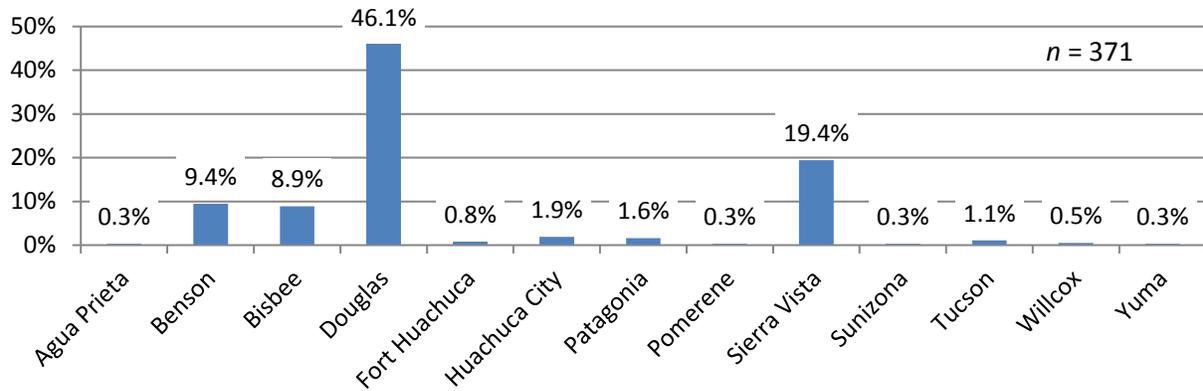
Q12. What is your employment status?

Exhibit 1.12 Employment status



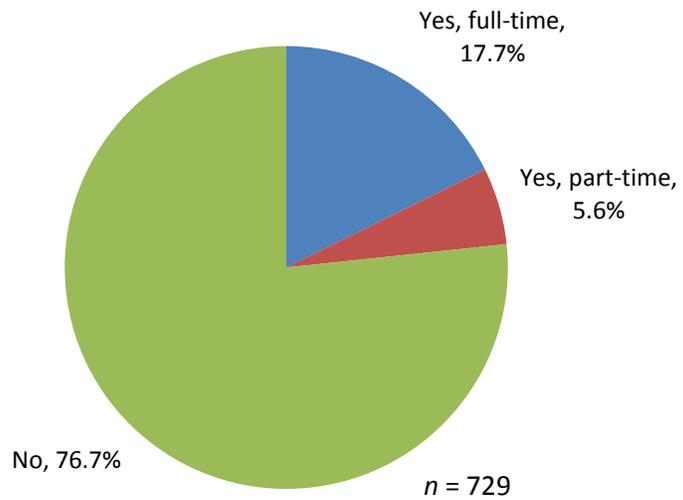
Q12.a. If you are currently employed, what is the ZIP/postal code for your place of employment?

Exhibit 1.12.a Location of employment

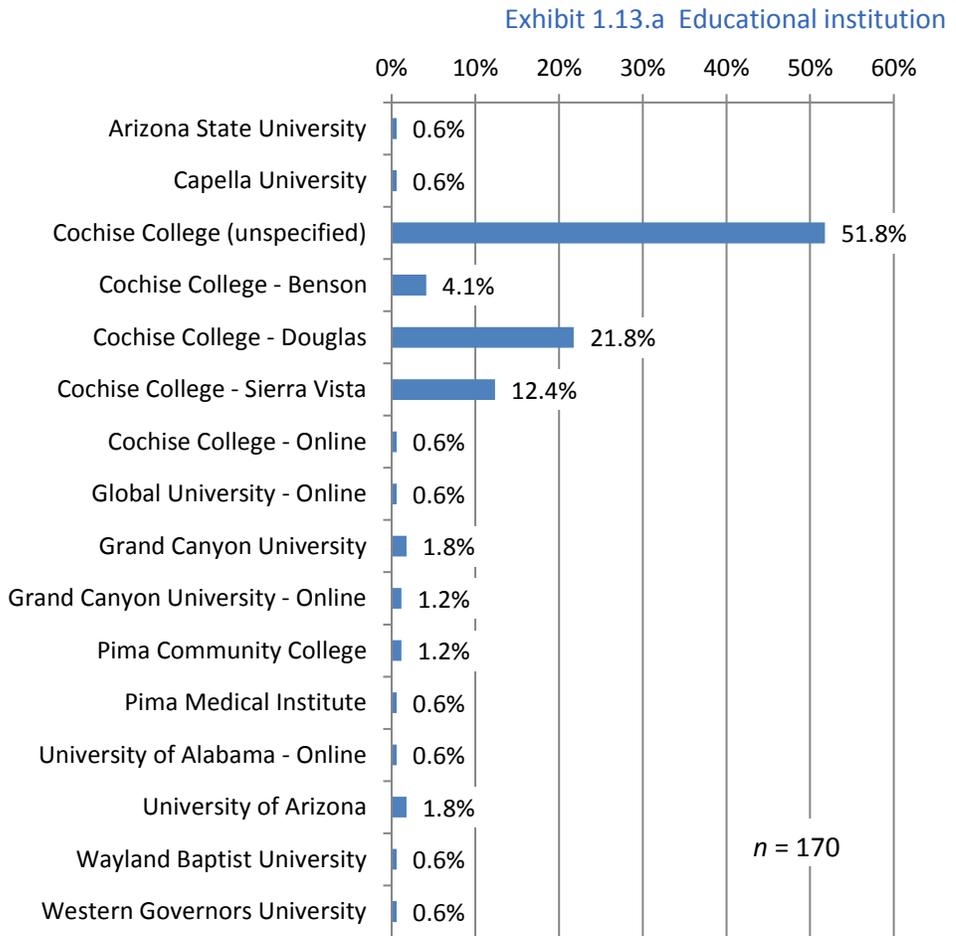


Q13. Are you a college student?

Exhibit 1.13 Educational status



Q13.a. *If you are a college student, what school do you attend?*



Benson (99 respondents)

Key Findings

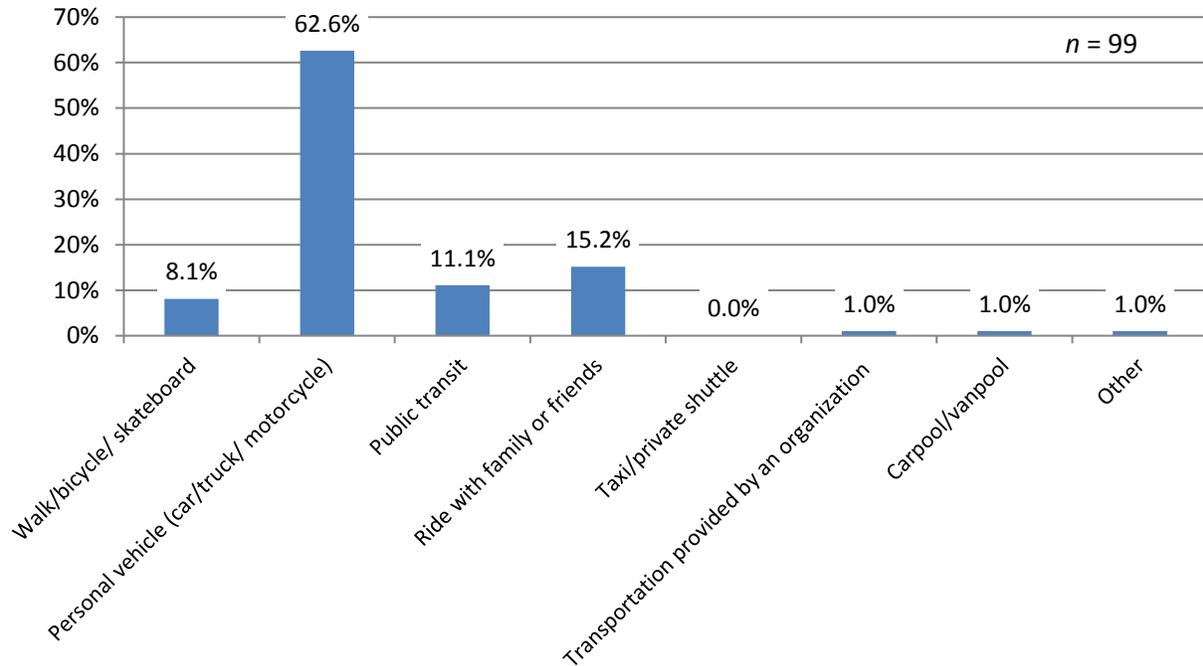
- The primary mode of transportation is the personal vehicle (62.6 percent).
- Respondents of Benson indicated Sierra Vista/Huachuca City as the most common travel destination.
- If bus service was available between Douglas/Bisbee and Sierra Vista, 57 percent of Benson respondents would use it.
 - Of those respondents who would use the bus service between Douglas/Bisbee and Sierra Vista, 40 percent would use the service at least 1-2 days/week.
 - The highest demand for service is during weekdays from 10 a.m. till 4 p.m.
- If bus service was available between Sierra Vista and Benson, 81 percent of Benson respondents would use it.
 - Of those respondents who would use the bus service between Sierra Vista and Benson, 32.5 percent would use the service at least 1-2 days/week.
 - The highest demand for service is during weekdays from 10 a.m. till 4 p.m.
- The most desirable location outside of Cochise County for Benson respondents to access via public transit is Tucson.
 - Of those respondents who would use public transit if it were available to Tucson, 46 percent indicated using the service at least a few times/month.

Exhibits

The balance of this section presents exhibits illustrating Benson-area responses to individual survey questions.

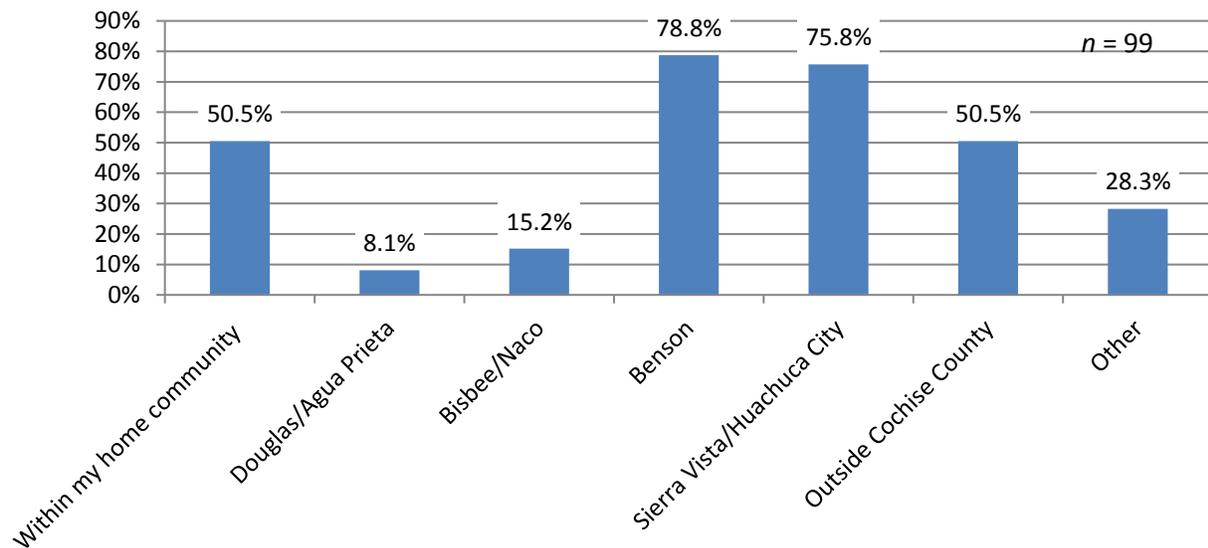
Q2. What is your most common method of travel? (select only one)

Exhibit 1.14 Primary mode of travel



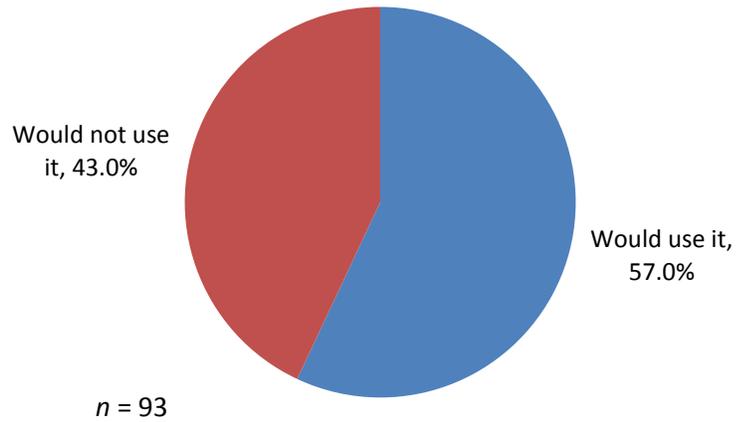
Q4. What are your most common travel destinations? (select all that apply)

Exhibit 1.15 Desired travel destinations



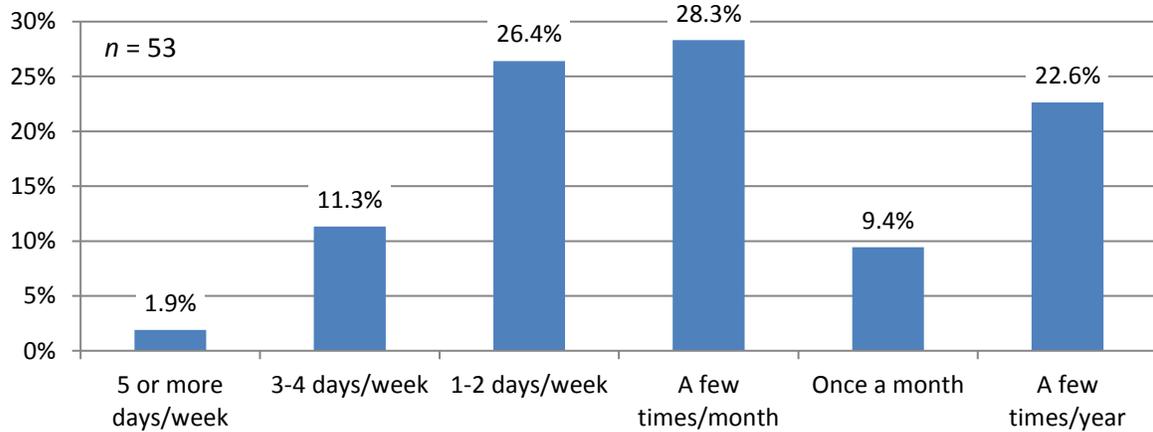
Q5. If bus service was available between Douglas/Bisbee and Sierra Vista, would you use it?

Exhibit 1.16 Likely usage – Douglas/Bisbee and Sierra Vista route



Q6. How frequently are you likely to use a bus service between Douglas/Bisbee and Sierra Vista?

Exhibit 1.17 Frequency of use - Douglas/Bisbee and Sierra Vista route



Q7. What time(s) of day would you be most likely to travel between Douglas/Bisbee and Sierra Vista?

Exhibit 1.18.a Preferred time of travel - Douglas/Bisbee and Sierra Vista route – Weekday service

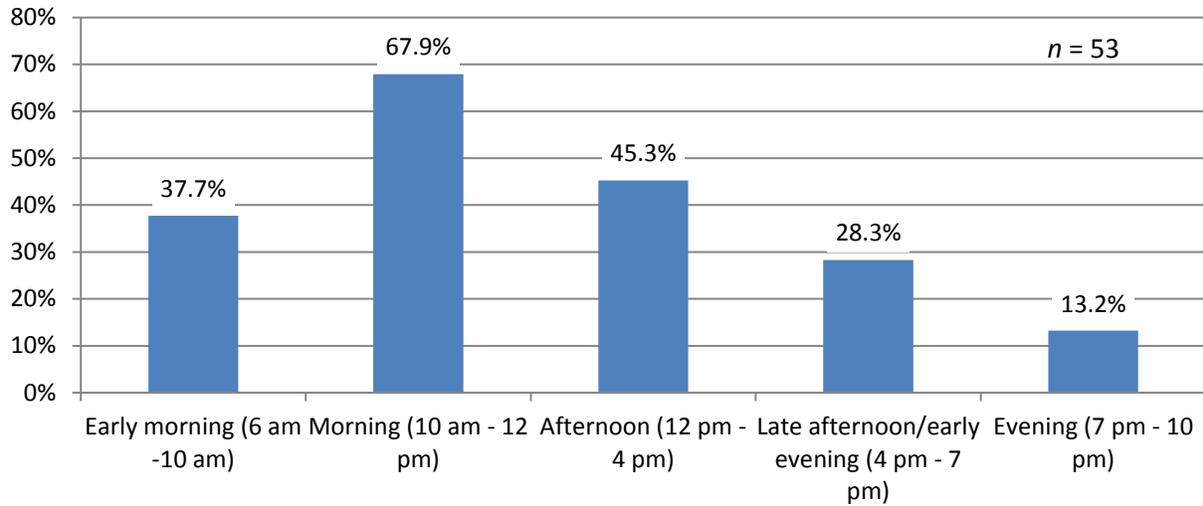
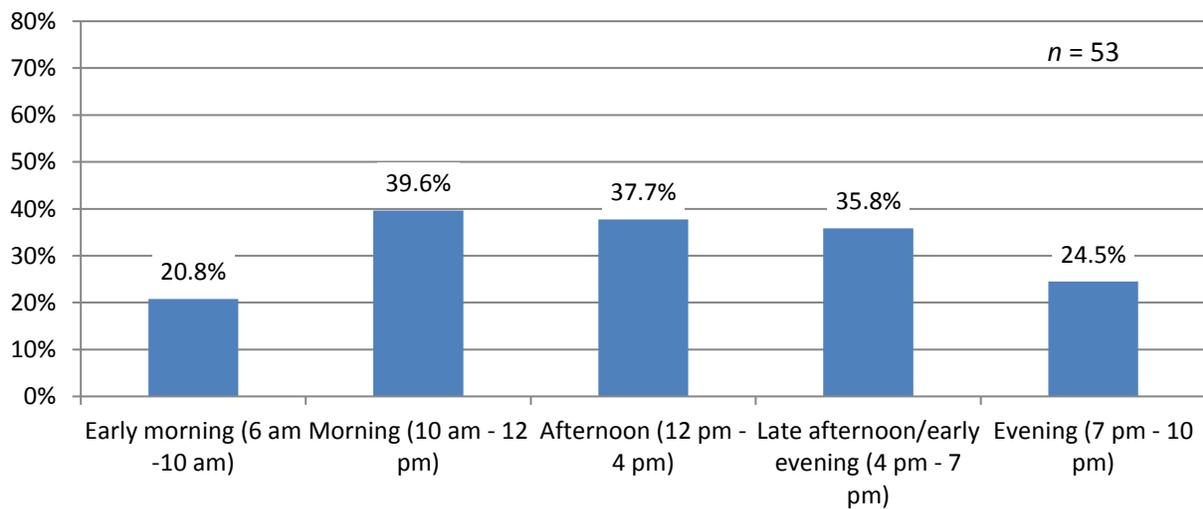
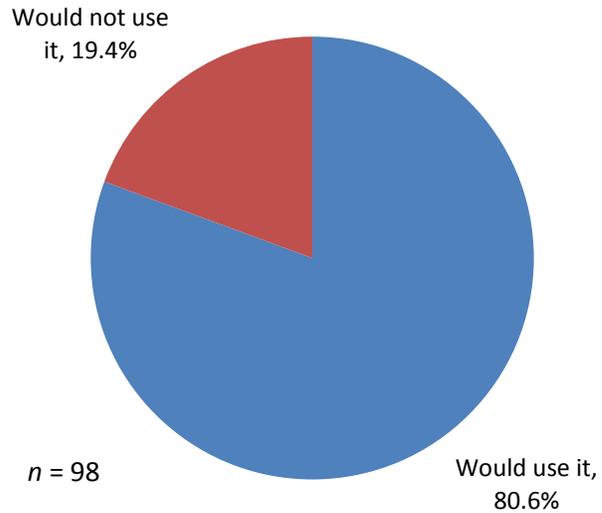


Exhibit 1.18.b Preferred time of travel - Douglas/Bisbee and Sierra Vista route – Weekend service



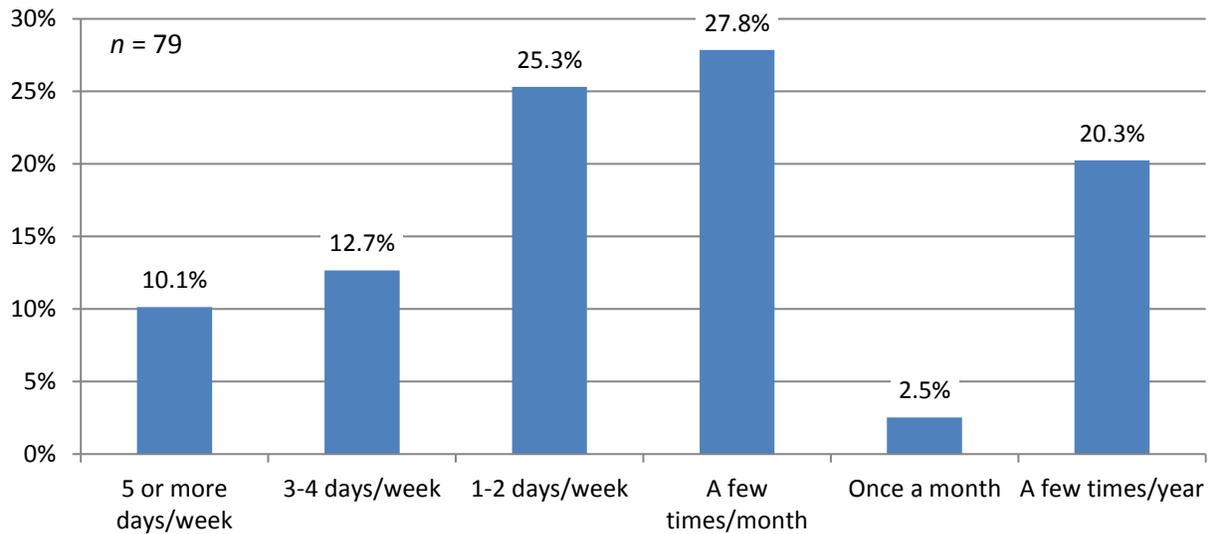
Q8. If bus service was available between Sierra Vista and Benson (including a connection to Amtrak), would you use it?

Exhibit 1.19 Likely usage – Sierra Vista and Benson route



Q9. How frequently are you likely to use a bus service between Sierra Vista and Benson?

Exhibit 1.20 Frequency of use - Sierra Vista and Benson route



Q10. What time(s) of day would you be most likely to travel between Sierra Vista and Benson?

Exhibit 1.21.a Preferred time of travel - Sierra Vista and Benson route – Weekday service

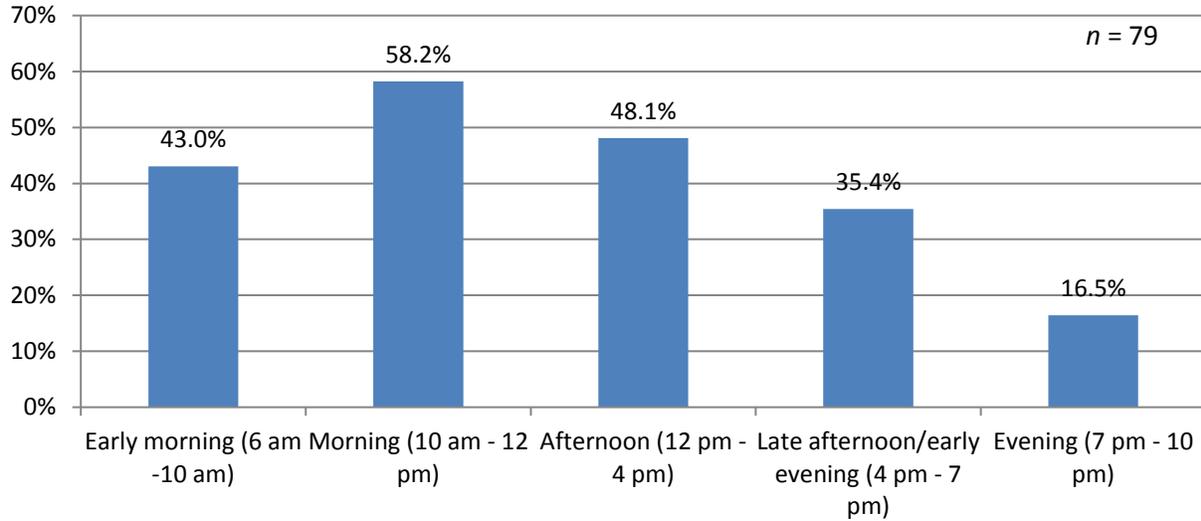
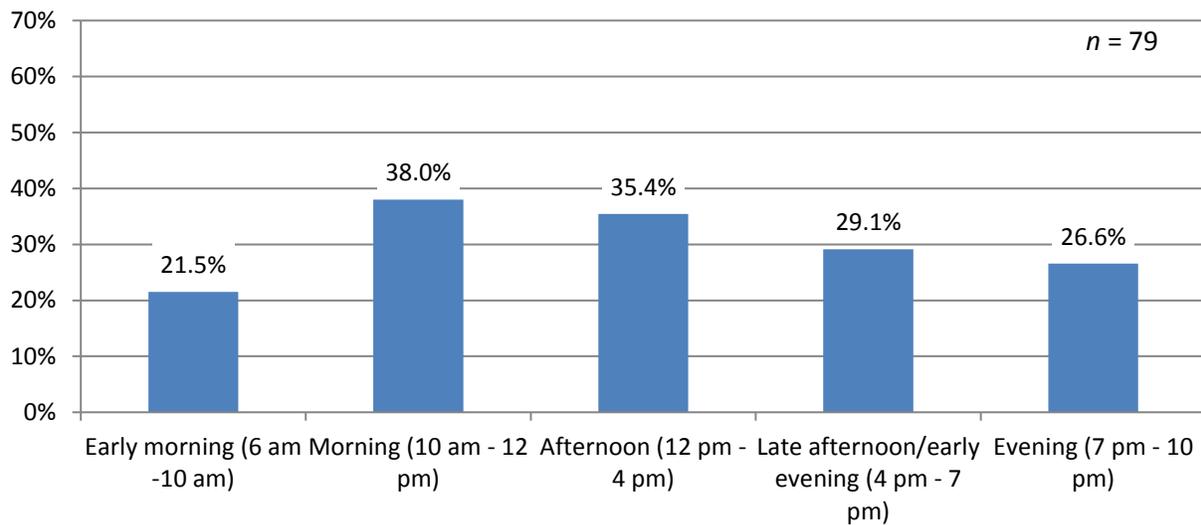
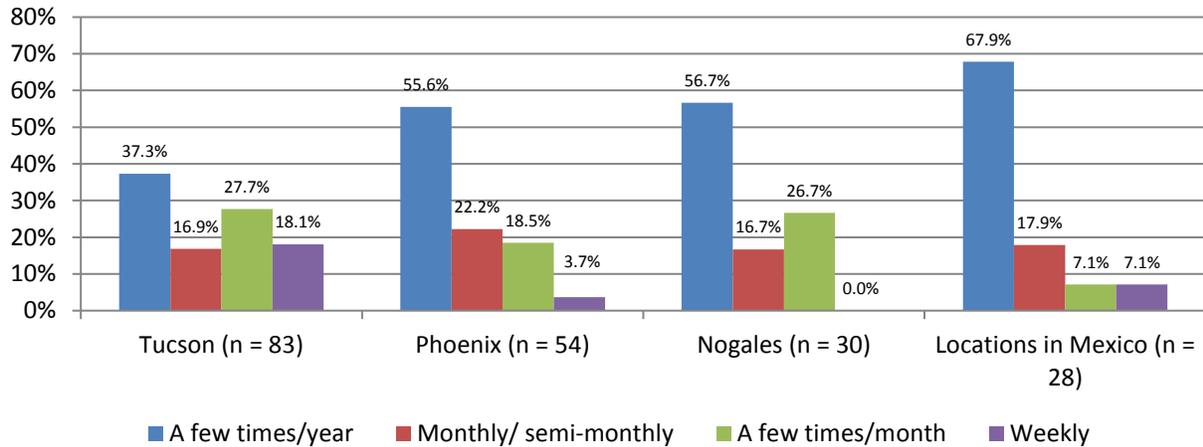


Exhibit 1.21.b Preferred time of travel - Sierra Vista and Benson route – Weekend service



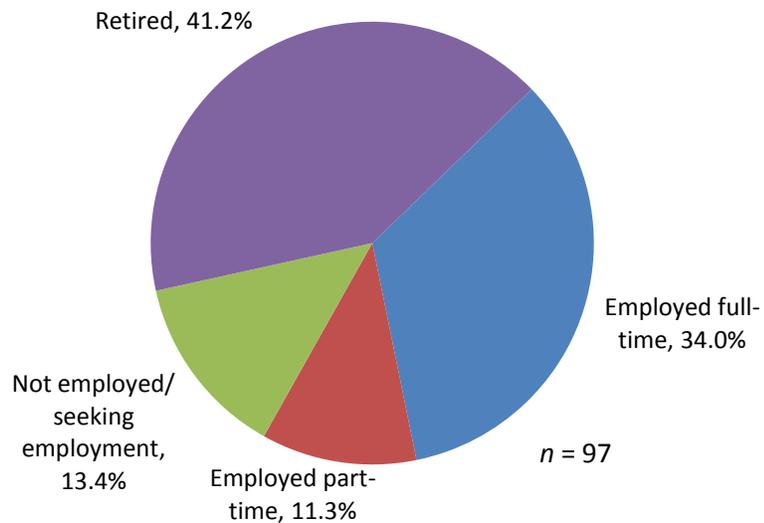
Q11. Would you likely use public transit to travel from Cochise County to other locations? If so, indicate how frequently.

Exhibit 1.22 Likely travel locations outside Cochise County



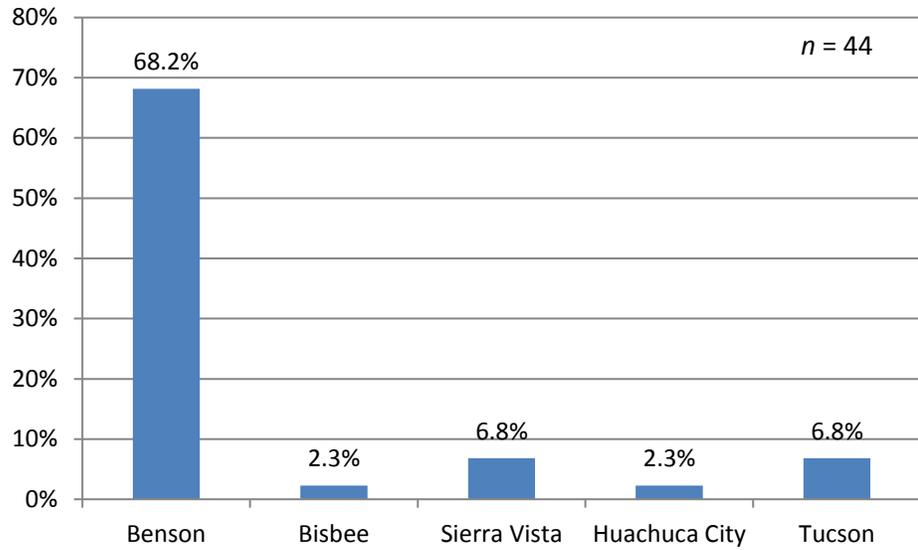
Q12. What is your employment status?

Exhibit 1.23 Employment status



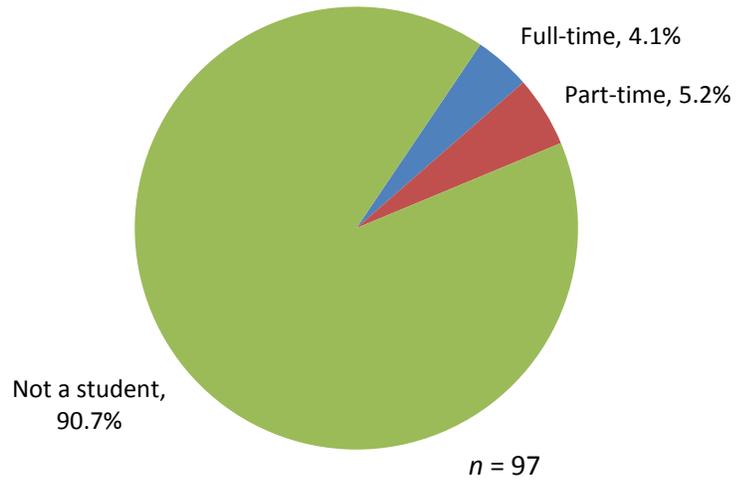
Q12.a. *If you are currently employed, what is the ZIP/postal code for your place of employment?*

Exhibit 1.23.a Location of employment



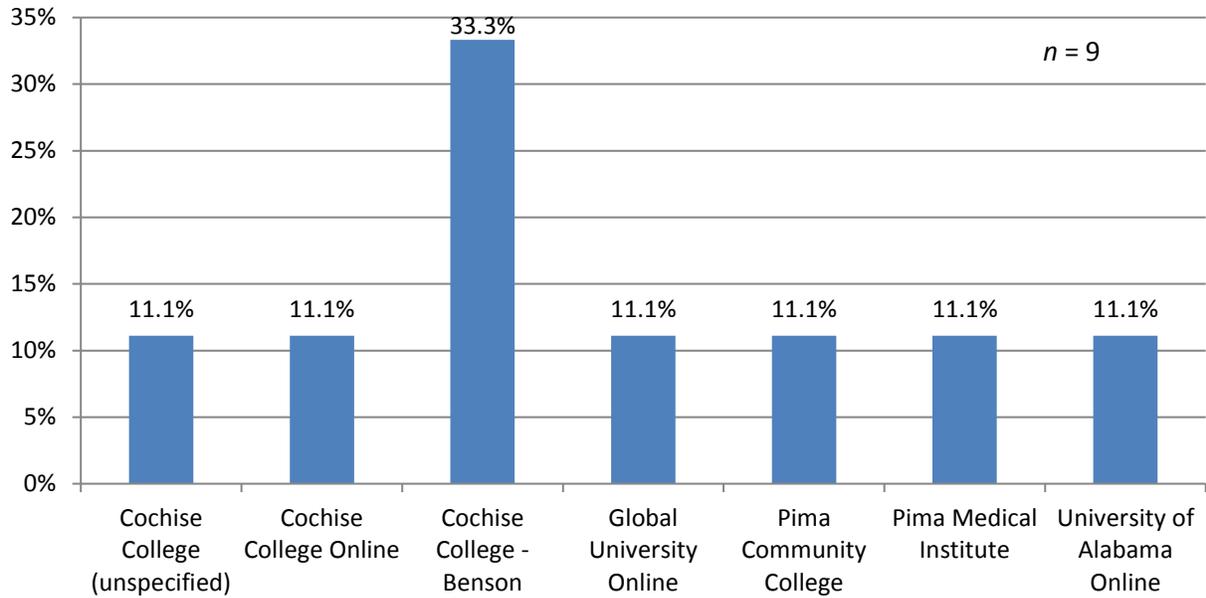
Q13. *Are you a college student?*

Exhibit 1.24 Educational status



Q13.a. If you are a college student, what school do you attend?

Exhibit 1.24.a Educational institution



Bisbee (84 respondents)

Key Findings

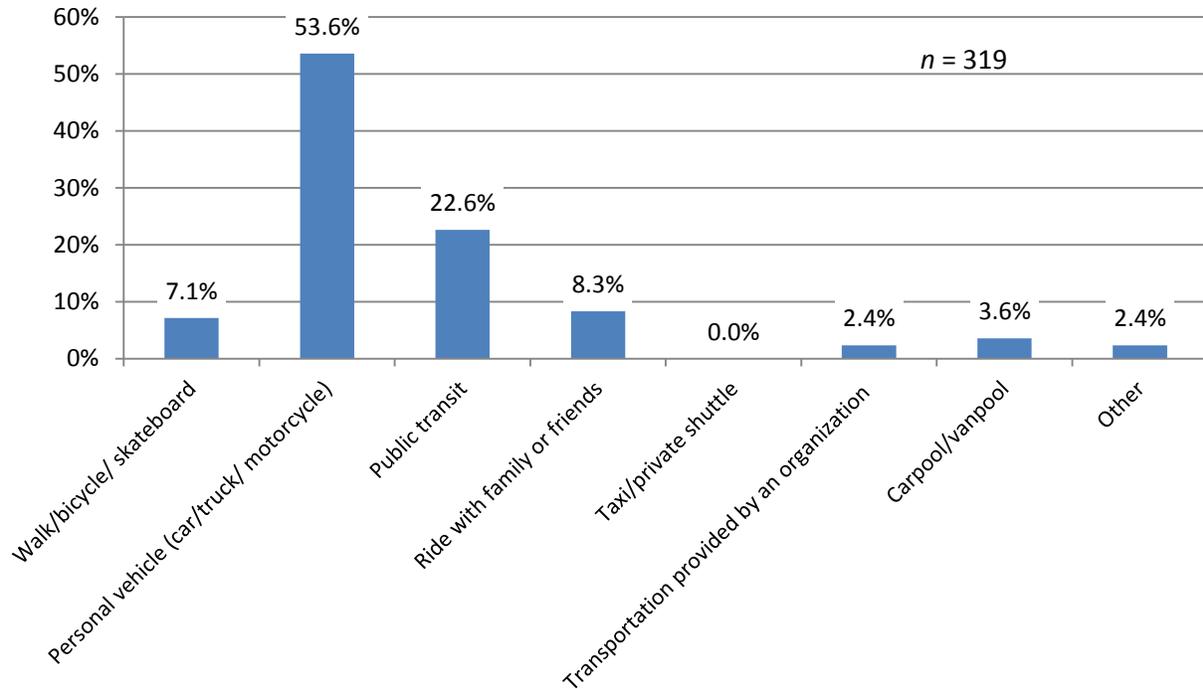
- The primary mode of transportation is the personal vehicle (53.6 percent).
- Respondents of Bisbee indicated Sierra Vista/Huachuca City as the most common travel destination.
- If bus service was available between Douglas/Bisbee and Sierra Vista, 85.4 percent of Bisbee respondents would use it.
 - Of those respondents who would use the bus service between Douglas/Bisbee and Sierra Vista, 47.8 percent would use the service at least 1-2 days/week.
 - The highest demand for service is during weekdays from 6 a.m. till 12 p.m.
- If bus service was available between Sierra Vista and Benson, 61 percent of Bisbee respondents would use it.
 - Of those respondents who would use the bus service between Sierra Vista and Benson, 22.4 percent would use the service at least 1-2 days/week.
 - The highest demand for service is during weekdays from 10 a.m. till 4 p.m.
- The most desirable location outside of Cochise County for Bisbee respondents to access via public transit is Phoenix.
 - Of those respondents who would use public transit if it were available to Tucson, 48.3 percent indicated using the service a few times/year.

Exhibits

The balance of this section presents exhibits illustrating Benson-area responses to individual survey questions.

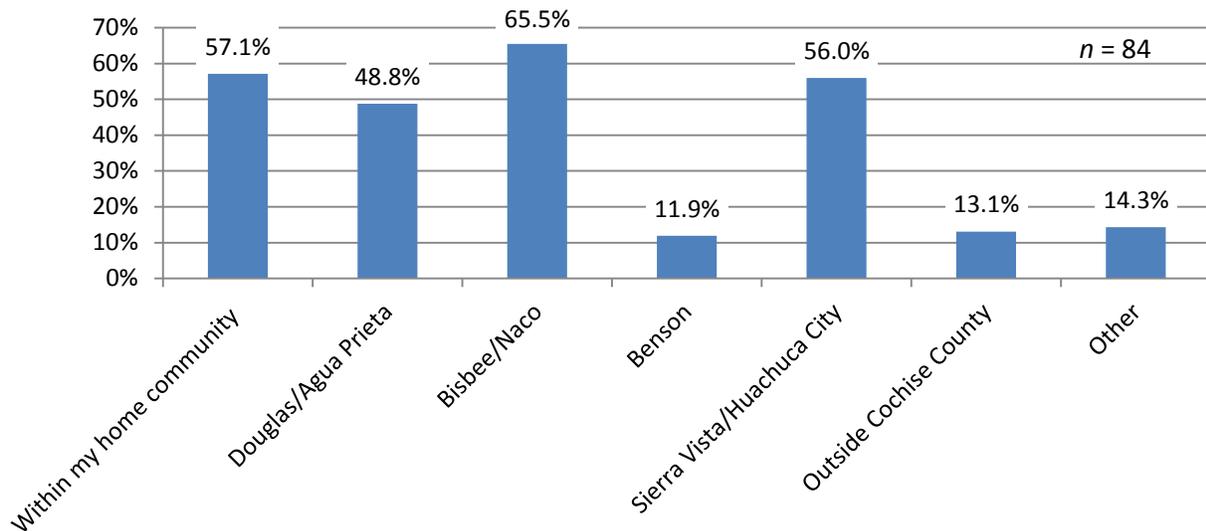
Q2. What is your most common method of travel? (select only one)

Exhibit 1.25 Primary mode of travel



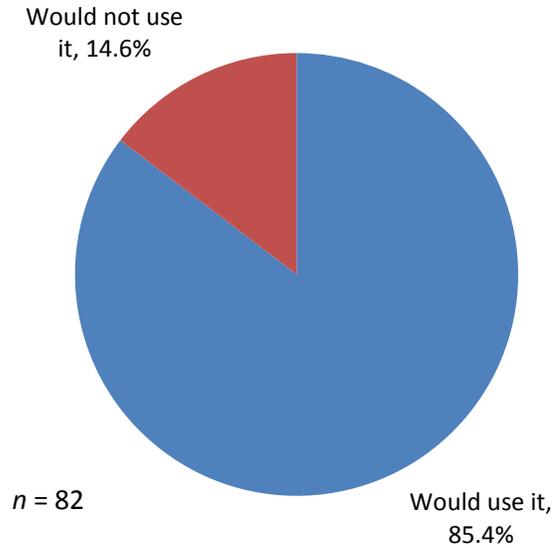
Q4. What are your most common travel destinations? (select all that apply)

Exhibit 1.26 Desired travel destinations



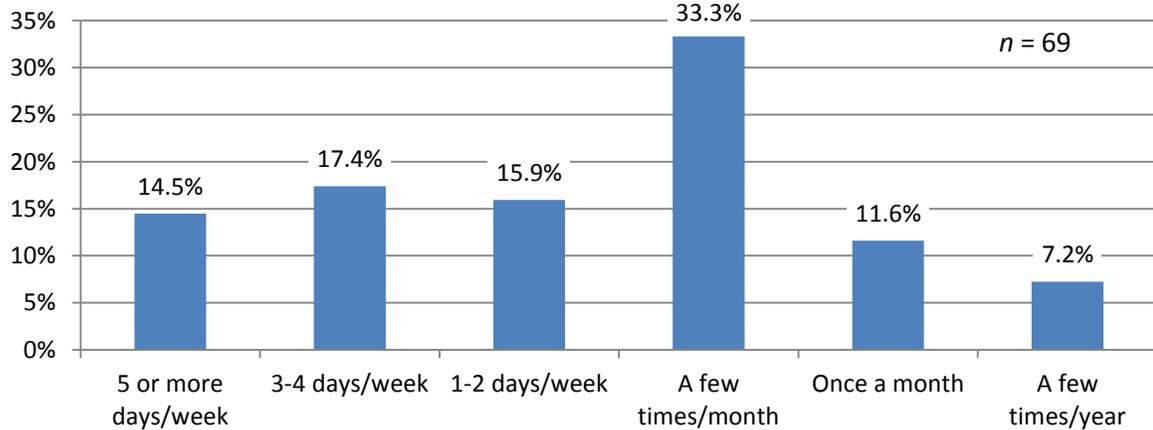
Q5. If bus service was available between Douglas/Bisbee and Sierra Vista, would you use it?

Exhibit 1.27 Likely usage – Douglas/Bisbee and Sierra Vista route



Q6. How frequently are you likely to use a bus service between Douglas/Bisbee and Sierra Vista?

Exhibit 1.28 Frequency of use - Douglas/Bisbee and Sierra Vista route



Q7. What time(s) of day would you be most likely to travel between Douglas/Bisbee and Sierra Vista?

Exhibit 1.29.a Preferred time of travel - Douglas/Bisbee and Sierra Vista route – Weekday service

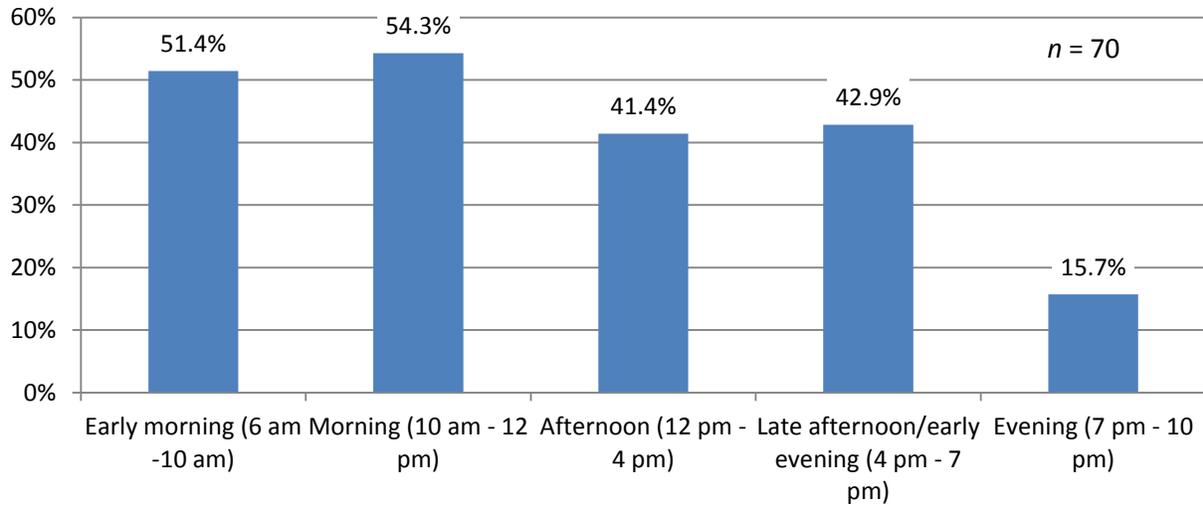
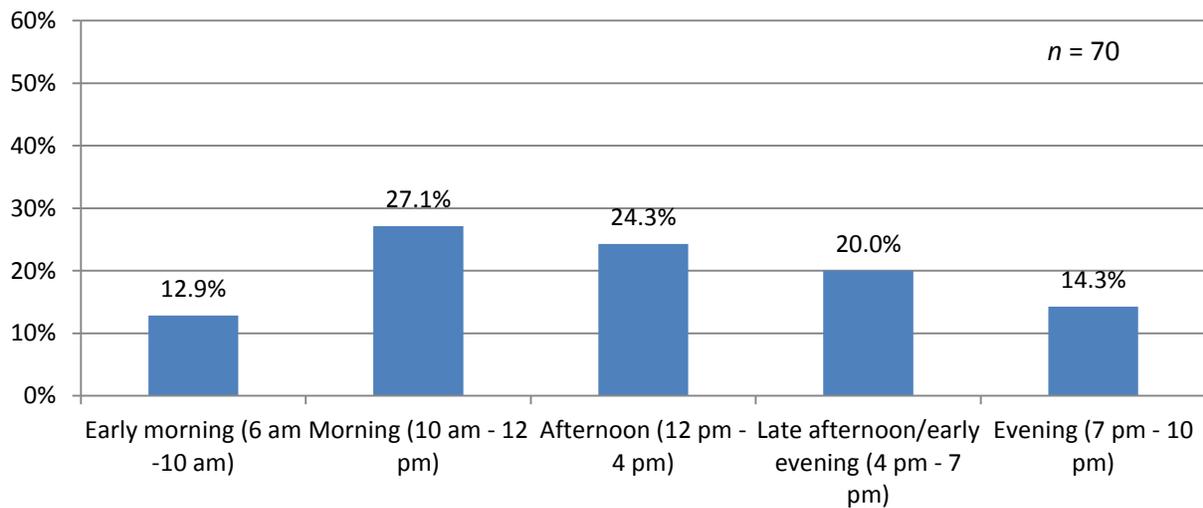
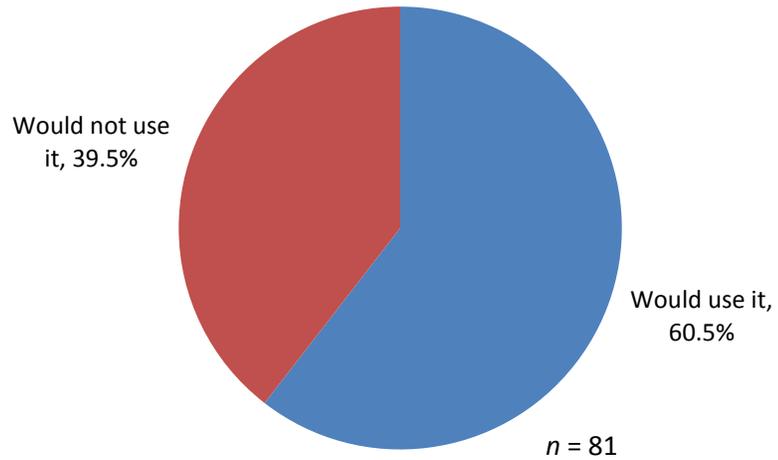


Exhibit 1.29.b Preferred time of travel - Douglas/Bisbee and Sierra Vista route – Weekend service



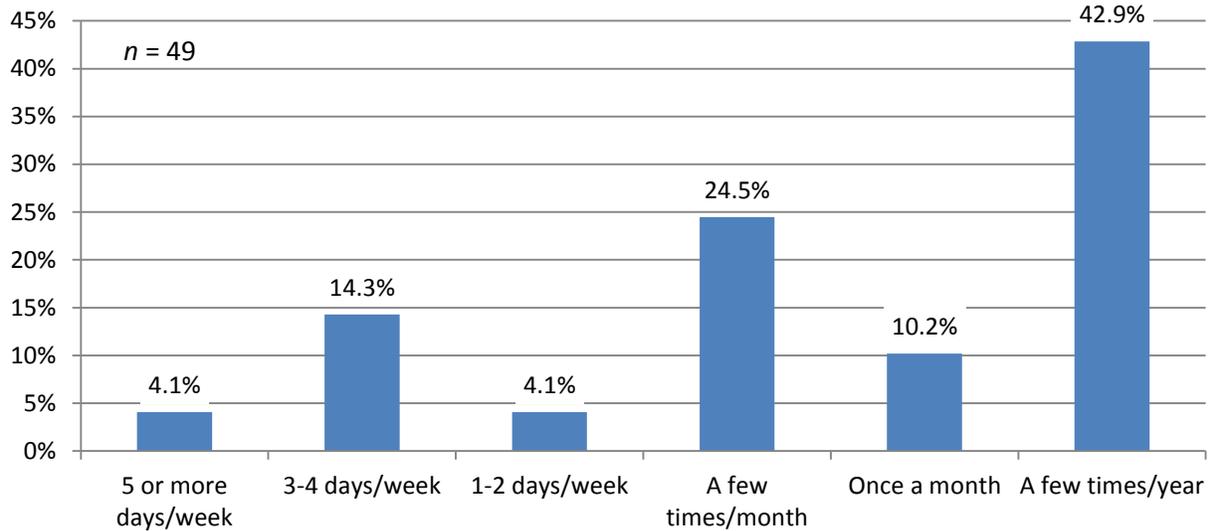
Q8. If bus service was available between Sierra Vista and Benson (including a connection to Amtrak), would you use it?

Exhibit 1.30 Likely usage – Sierra Vista and Benson route



Q9. How frequently are you likely to use a bus service between Sierra Vista and Benson?

Exhibit 1.31 Frequency of use - Sierra Vista and Benson route



Q10. What time(s) of day would you be most likely to travel between Sierra Vista and Benson?

Exhibit 1.32.a Preferred time of travel - Sierra Vista and Benson route – Weekday service

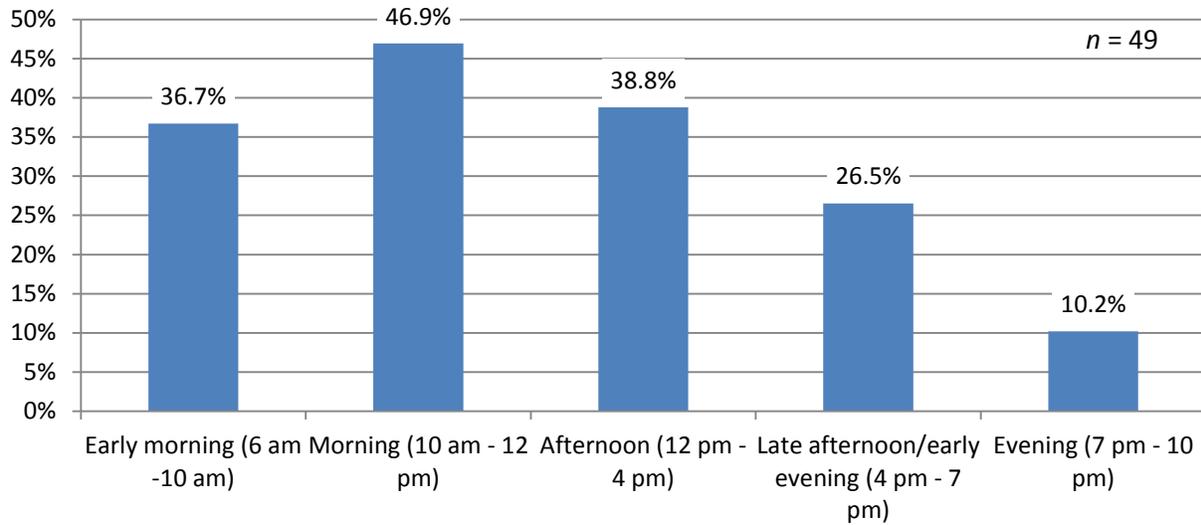
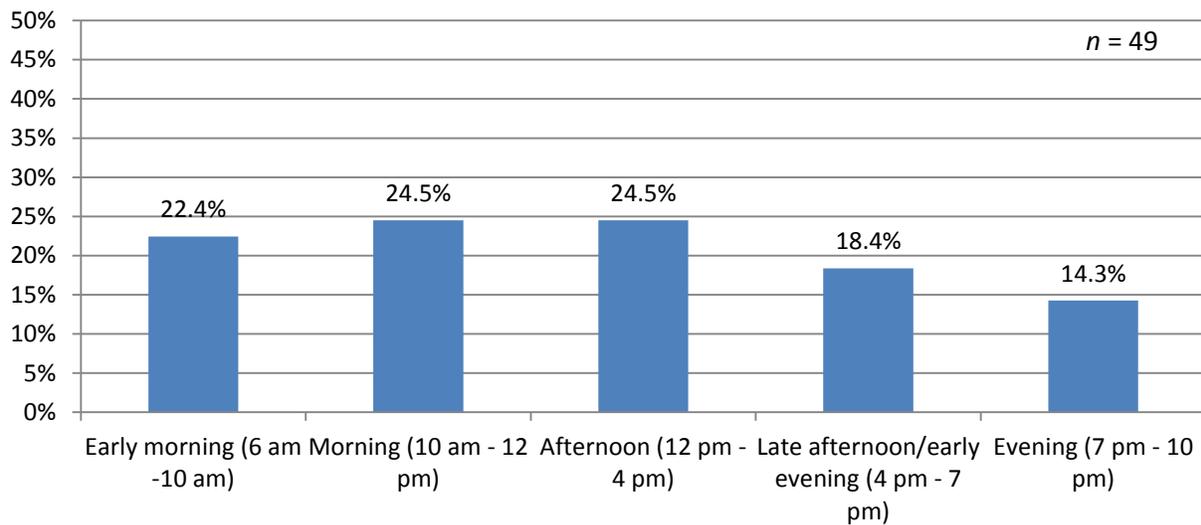
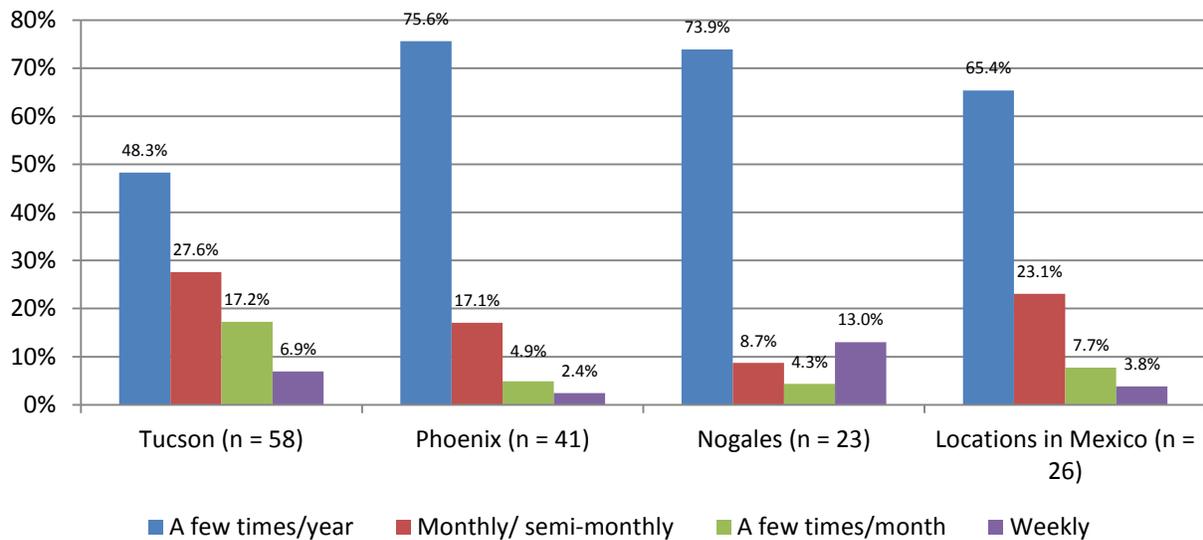


Exhibit 1.32.b Preferred time of travel - Sierra Vista and Benson route – Weekend service



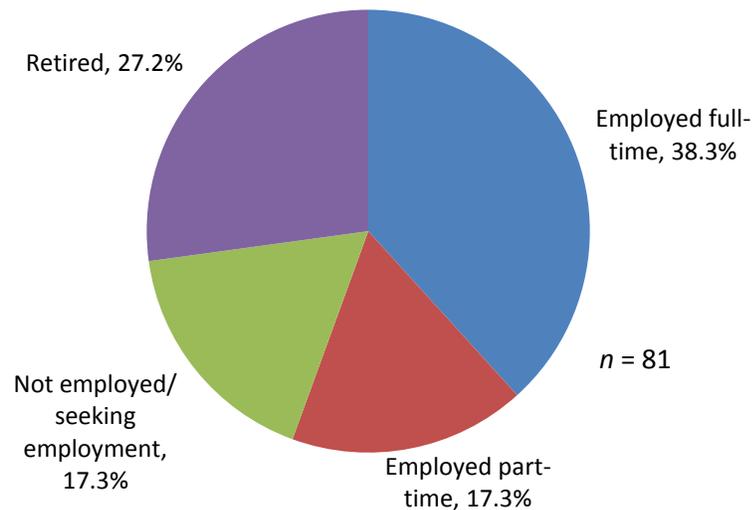
Q11. *Would you likely use public transit to travel from Cochise County to other locations? If so, indicate how frequently.*

Exhibit 1.33 Likely travel locations outside Cochise County



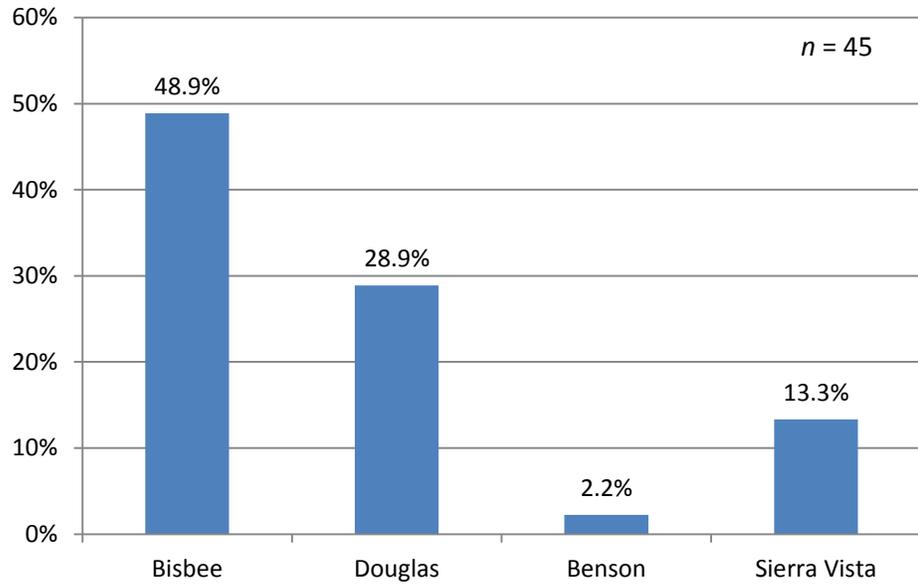
Q12. *What is your employment status?*

Exhibit 1.34 Employment status



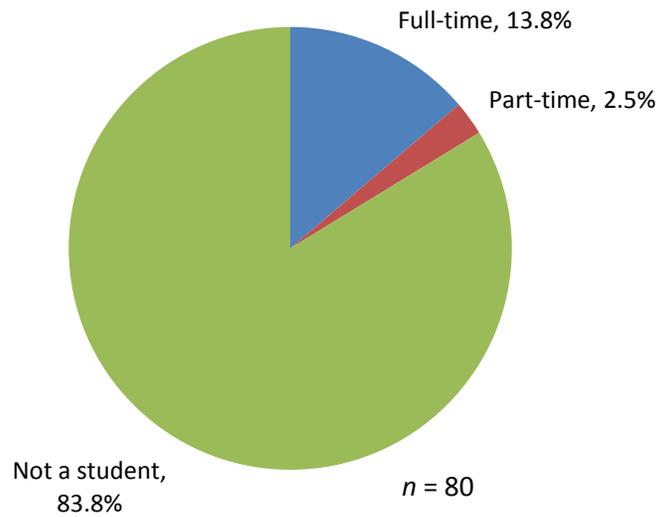
Q12.a. If you are currently employed, what is the ZIP/postal code for your place of employment?

Exhibit 1.34.a Location of employment



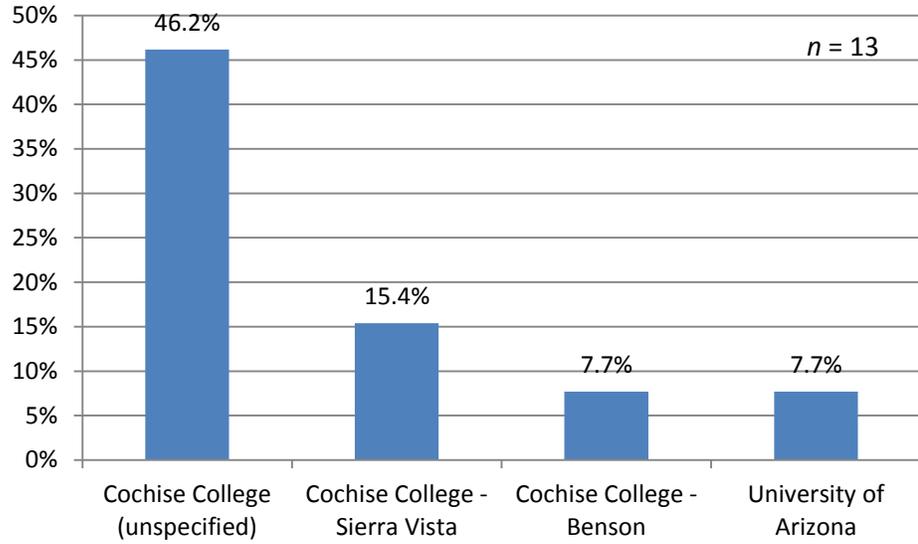
Q13. Are you a college student?

Exhibit 1.35 Educational status



Q13.a. *If you are a college student, what school do you attend?*

Exhibit 1.35.a Educational institution



Douglas (321 respondents)

Key Findings

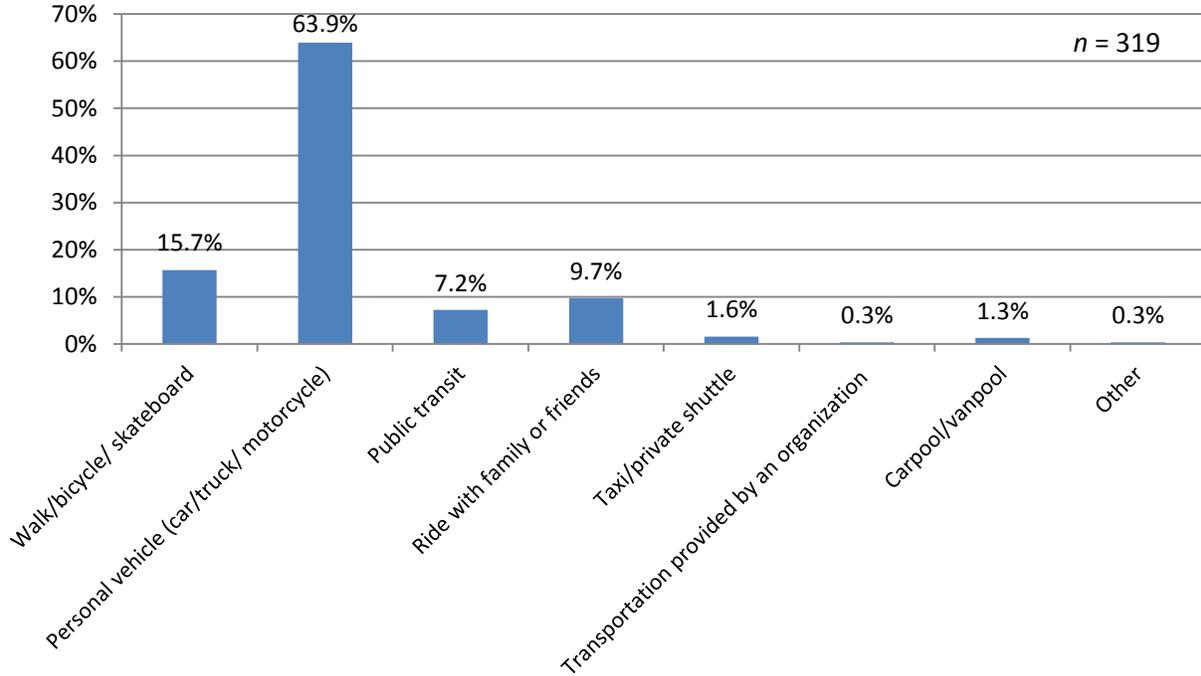
- The primary mode of transportation is the personal vehicle (63.9 percent).
- Respondents of Douglas indicated Sierra Vista/Huachuca City as the most common travel destination.
- If bus service was available between Douglas/Bisbee and Sierra Vista, 78.1 percent of Douglas respondents would use it.
 - Of those respondents who would use the bus service between Douglas/Bisbee and Sierra Vista, 50 percent would use the service at least 1-2 days/week.
 - The highest demand for service is during weekdays from 6 a.m. till 12 p.m.
- If bus service was available between Sierra Vista and Benson, 53.3 percent of Douglas respondents would use it.
 - Of those respondents who would use the bus service between Sierra Vista and Benson, 32.9 percent would use the service at least 1-2 days/week.
 - The highest demand for service is during weekdays from 6 a.m. till 12 p.m.
- The most desirable location outside of Cochise County for Douglas respondents to access via public transit is Tucson.
 - Of those respondents who would use public transit if it were available to Tucson, 9.8 percent indicated using the service weekly.

Exhibits

The balance of this section presents exhibits illustrating Benson-area responses to individual survey questions.

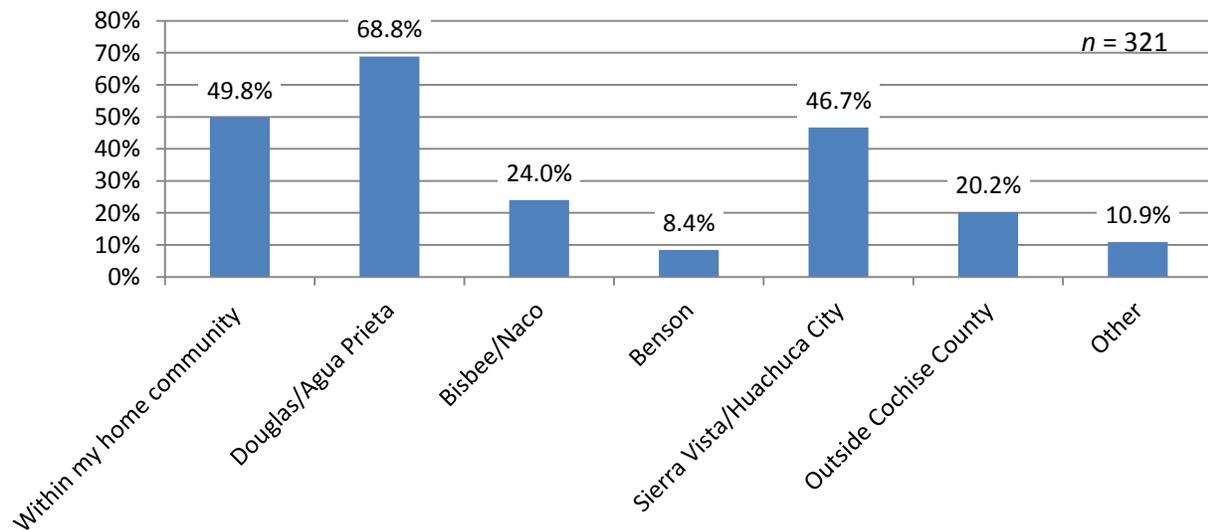
Q2. What is your most common method of travel? (select only one)

Exhibit 1.36 Primary mode of travel



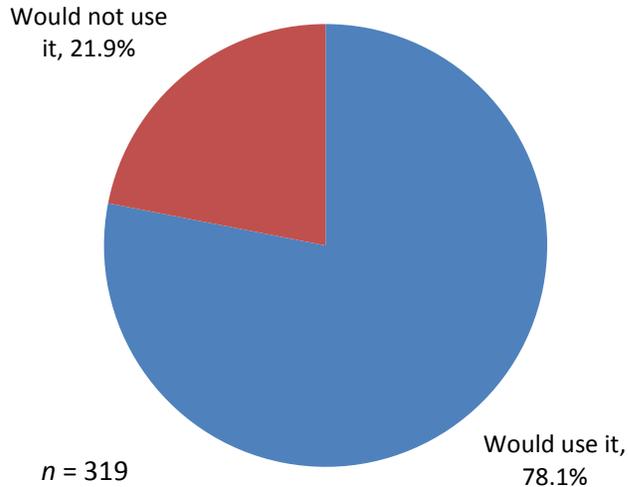
Q4. What are your most common travel destinations? (select all that apply)

Exhibit 1.37 Desired travel destinations



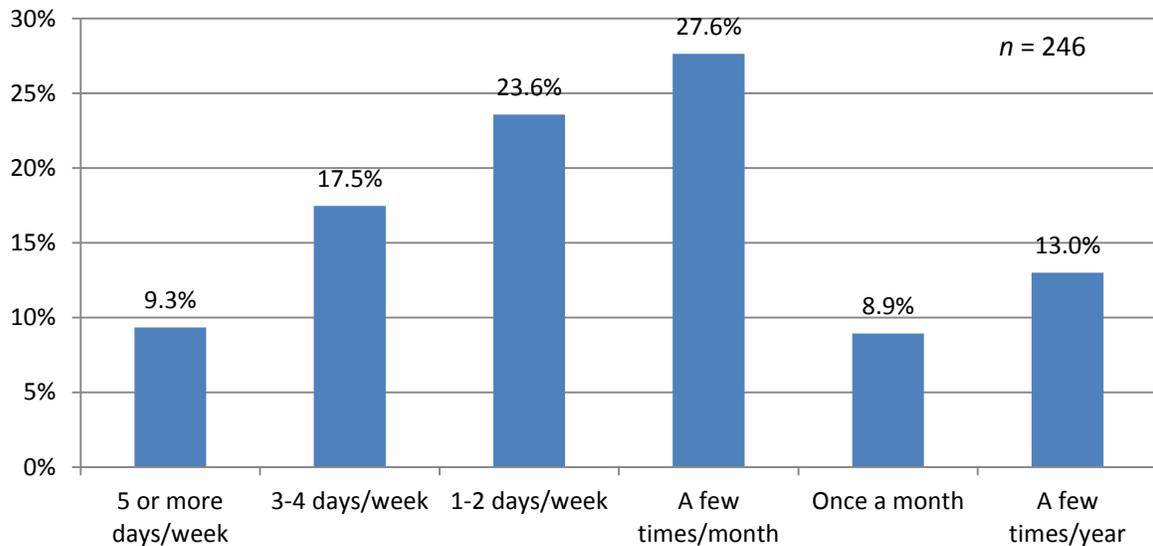
Q5. If bus service was available between Douglas/Bisbee and Sierra Vista, would you use it?

Exhibit 1.38 Likely usage – Douglas/Bisbee and Sierra Vista route



Q6. How frequently are you likely to use a bus service between Douglas/Bisbee and Sierra Vista?

Exhibit 1.39 Frequency of use - Douglas/Bisbee and Sierra Vista route



Q7. What time(s) of day would you be most likely to travel between Douglas/Bisbee and Sierra Vista?

Exhibit 1.40.a Preferred time of travel - Douglas/Bisbee and Sierra Vista route – Weekday service

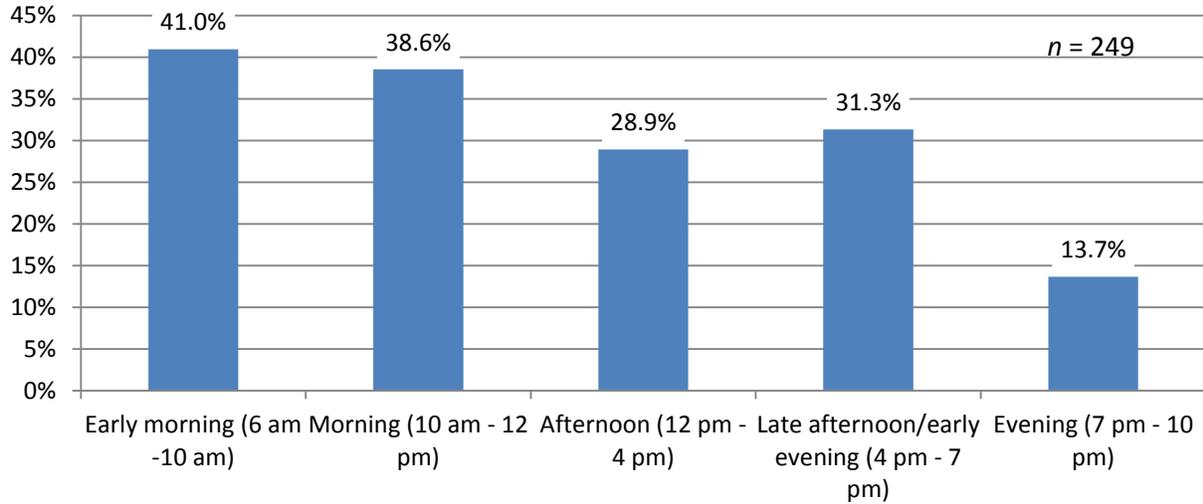
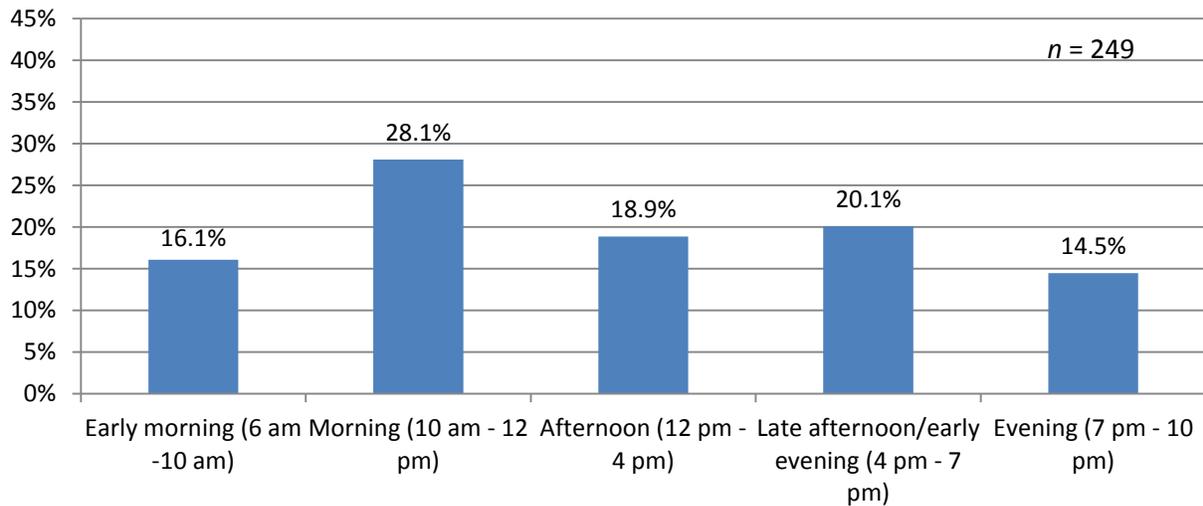
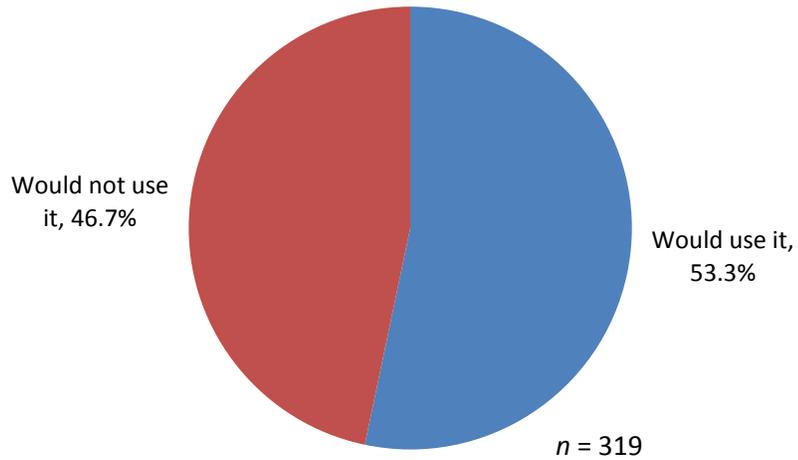


Exhibit 1.40.b Preferred time of travel - Douglas/Bisbee and Sierra Vista route – Weekend service



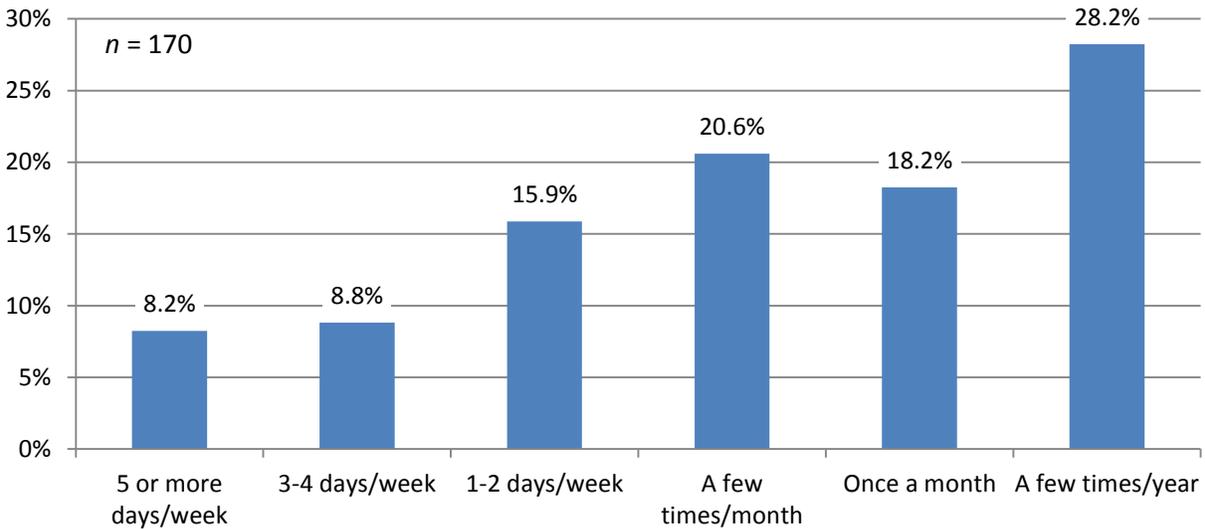
Q8. If bus service was available between Sierra Vista and Benson (including a connection to Amtrak), would you use it?

Exhibit 1.41 Likely usage – Sierra Vista and Benson route



Q9. How frequently are you likely to use a bus service between Sierra Vista and Benson?

Exhibit 1.42 Frequency of use - Sierra Vista and Benson route



Q10. What time(s) of day would you be most likely to travel between Sierra Vista and Benson?

Exhibit 1.43.a Preferred time of travel - Sierra Vista and Benson route – Weekday service

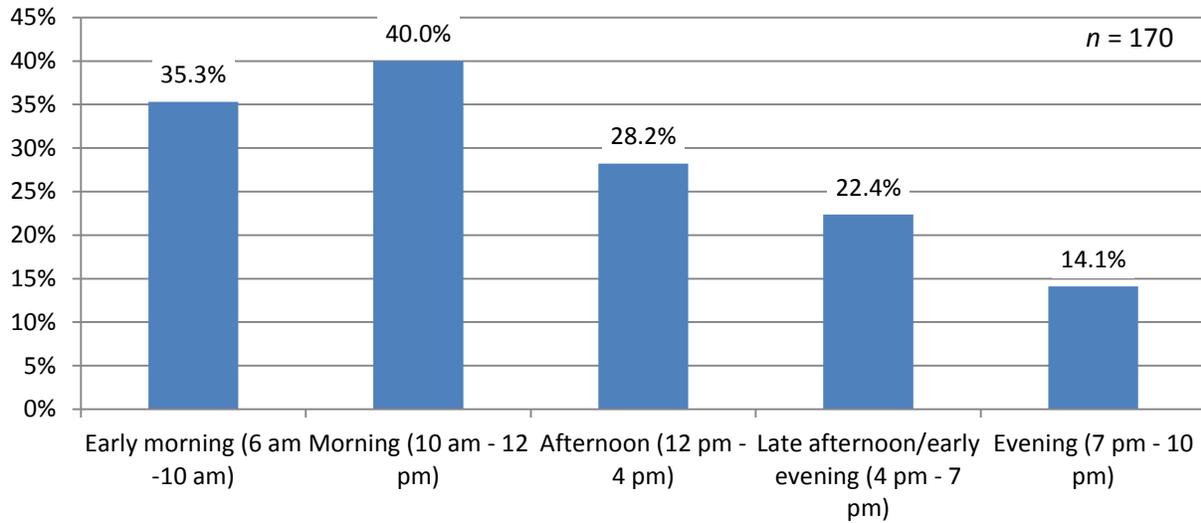
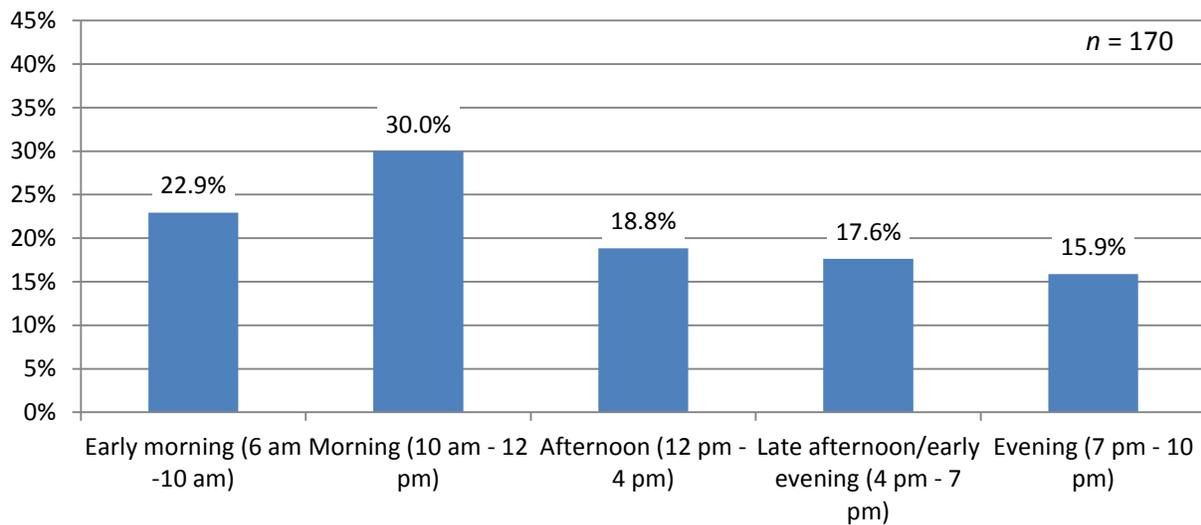
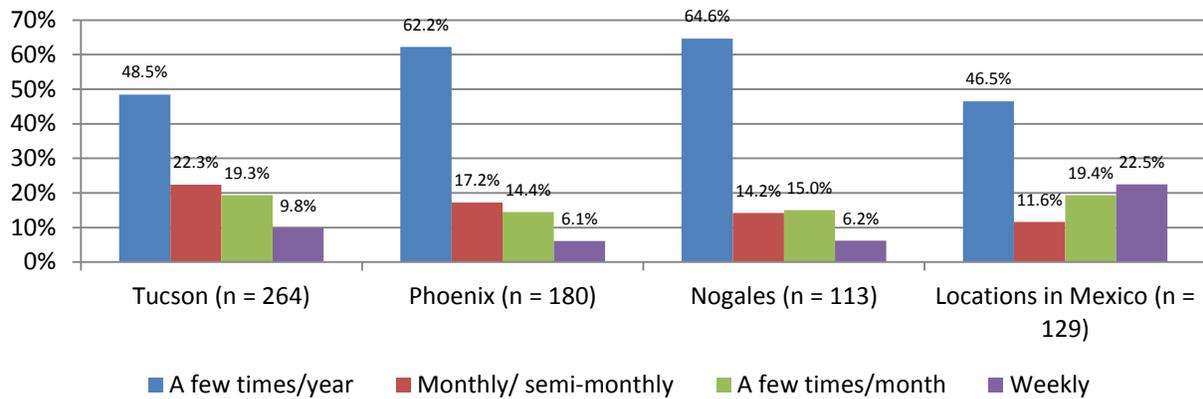


Exhibit 1.43.b Preferred time of travel - Sierra Vista and Benson route – Weekend service



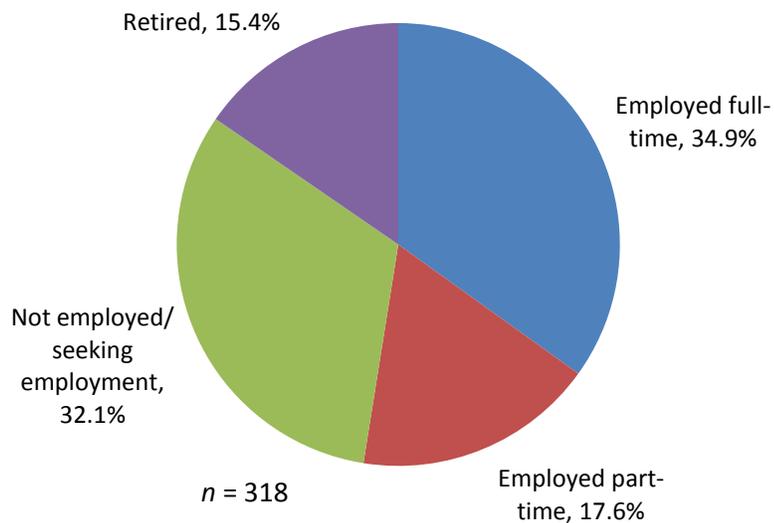
Q11. *Would you likely use public transit to travel from Cochise County to other locations? If so, indicate how frequently.*

Exhibit 1.44 Likely travel locations outside Cochise County



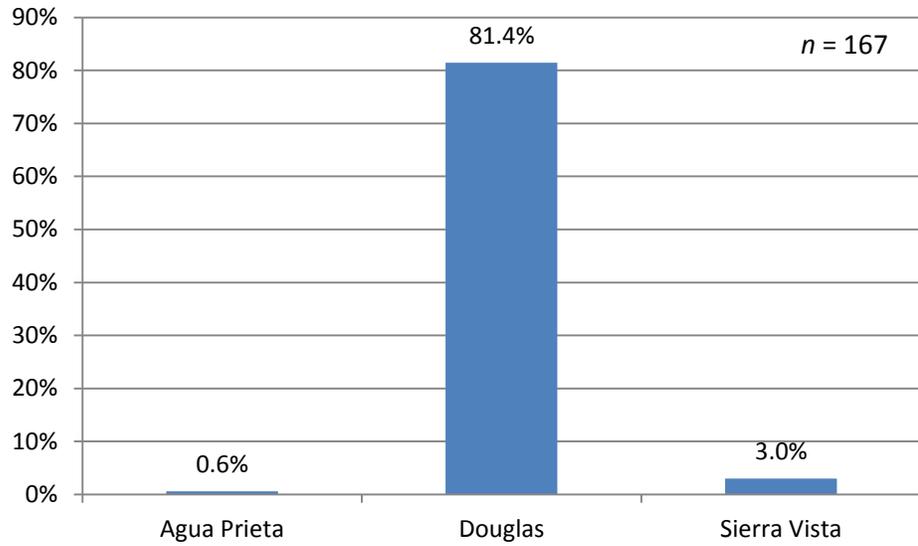
Q12. *What is your employment status?*

Exhibit 1.45 Employment status



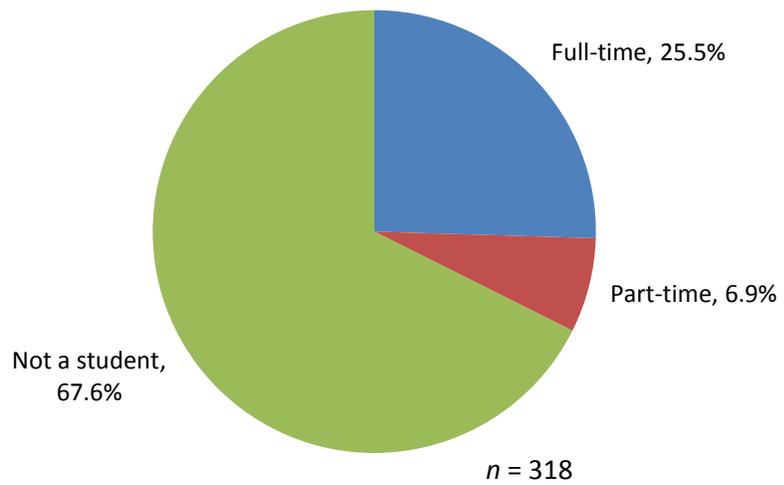
Q12.a. If you are currently employed, what is the ZIP/postal code for your place of employment?

Exhibit 1.45.a Location of employment



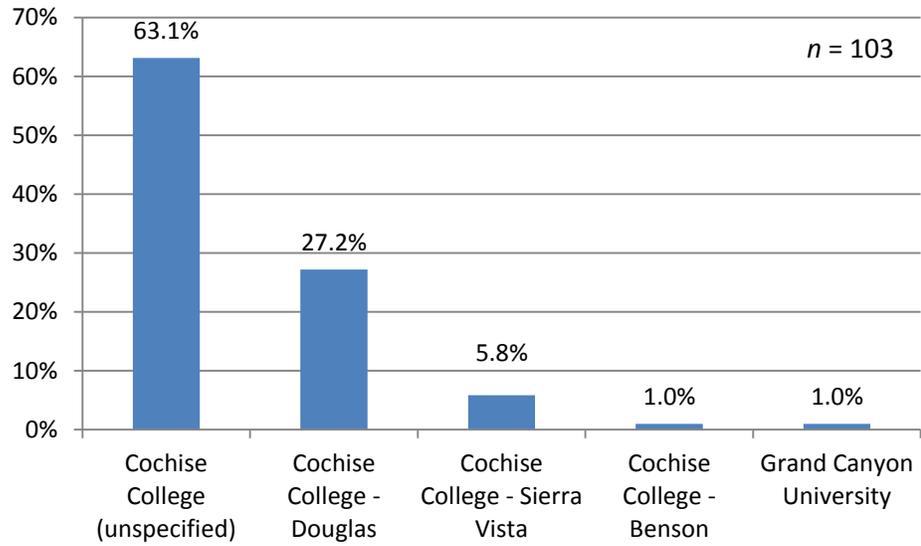
Q13. Are you a college student?

Exhibit 1.46 Educational status



Q13.a. *If you are a college student, what school do you attend?*

Exhibit 1.46.a Educational institution



Sierra Vista (176 respondents)

Key Findings

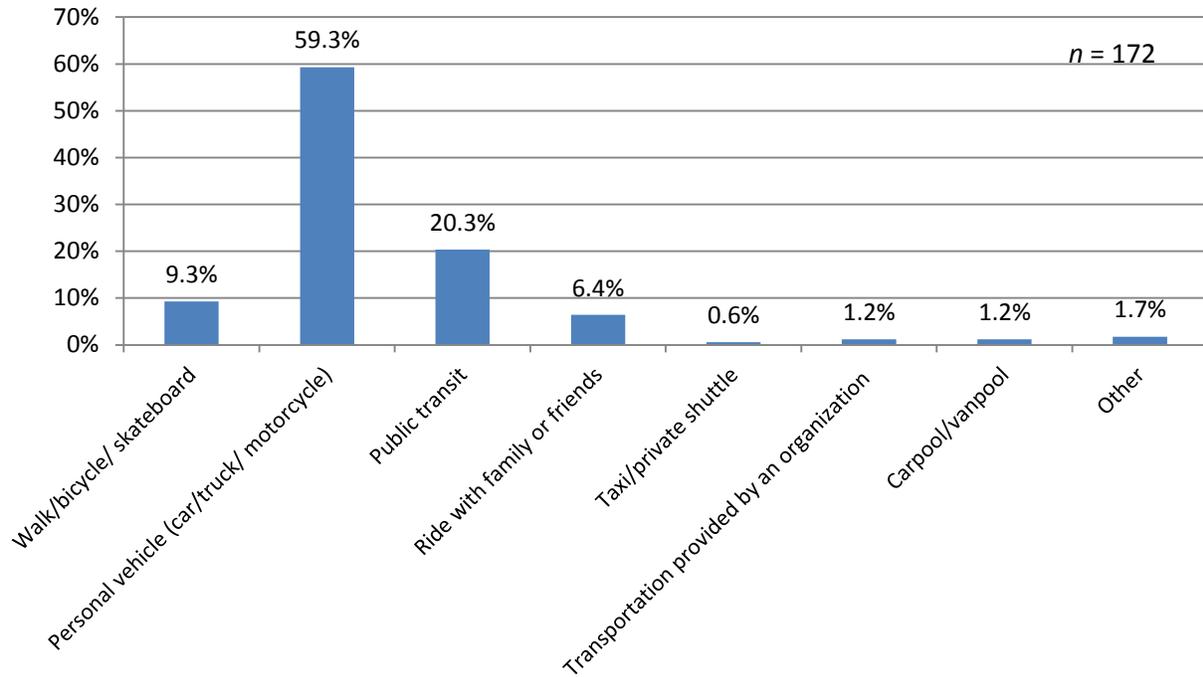
- The primary mode of transportation is the personal vehicle (59.3 percent).
- Respondents of Sierra Vista indicated Bisbee/Naco as the most common travel destination.
- If bus service was available between Douglas/Bisbee and Sierra Vista, 73.8 percent of Sierra Vista respondents would use it.
 - Of those respondents who would use the bus service between Douglas/Bisbee and Sierra Vista, 45.7 percent would use the service at least 1-2 days/week.
 - The highest demand for service is during weekdays from 6 a.m. till 10 a.m.
- If bus service was available between Sierra Vista and Benson, 67.3 percent of Sierra Vista respondents would use it.
 - Of those respondents who would use the bus service between Sierra Vista and Benson, 28.3 percent would use a few times/month.
 - The highest demand for service is during weekdays from 6 a.m. till 10 a.m.
- The most desirable location outside of Cochise County for Sierra Vista respondents to access via public transit is Tucson.
 - Of those respondents who would use public transit if it were available to Tucson, 35 percent indicated using the at least a few times/month.

Exhibits

The balance of this section presents exhibits illustrating Benson-area responses to individual survey questions.

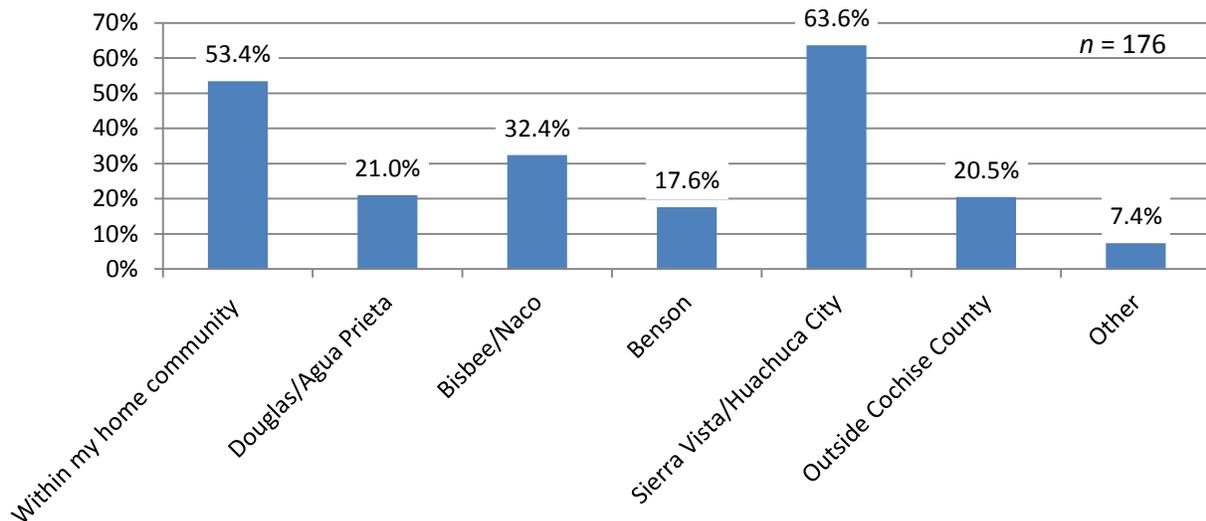
Q2. What is your most common method of travel? (select only one)

Exhibit 1.47 Primary mode of travel



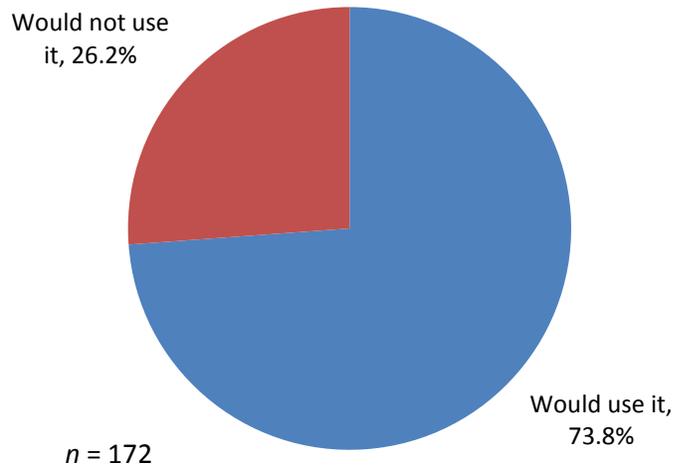
Q4. What are your most common travel destinations? (select all that apply)

Exhibit 1.48 Desired travel destinations



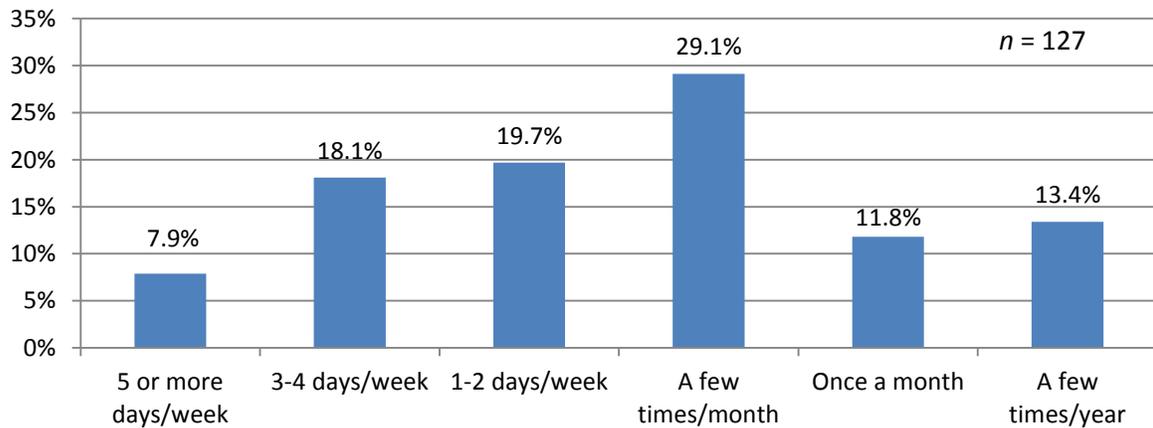
Q5. If bus service was available between Douglas/Bisbee and Sierra Vista, would you use it?

Exhibit 1.49 Likely usage – Douglas/Bisbee and Sierra Vista route



Q6. How frequently are you likely to use a bus service between Douglas/Bisbee and Sierra Vista?

Exhibit 1.50 Frequency of use - Douglas/Bisbee and Sierra Vista route



Q7. What time(s) of day would you be most likely to travel between Douglas/Bisbee and Sierra Vista?

Exhibit 1.51.a Preferred time of travel - Douglas/Bisbee and Sierra Vista route – Weekday service

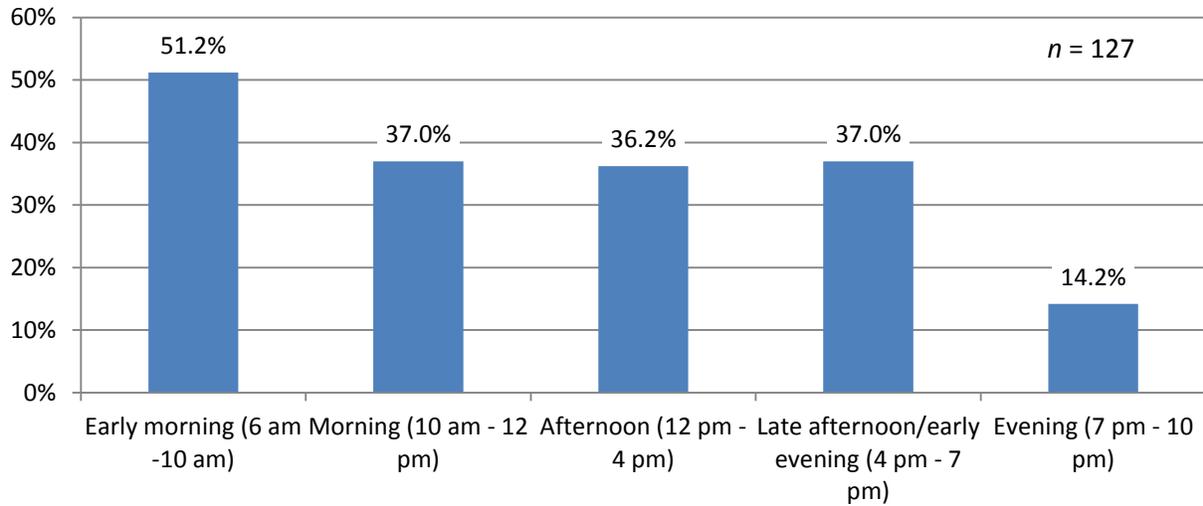
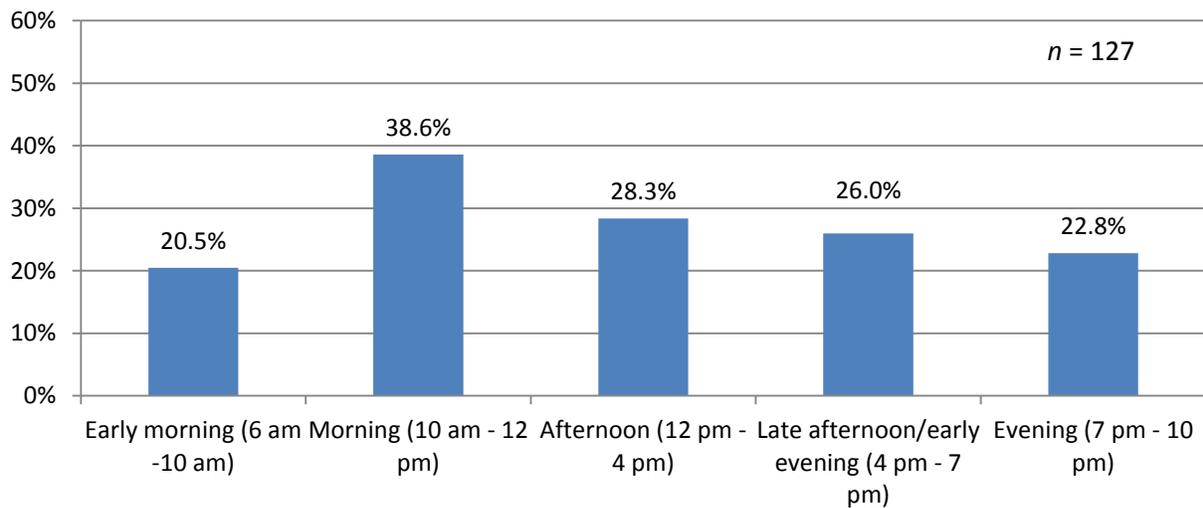
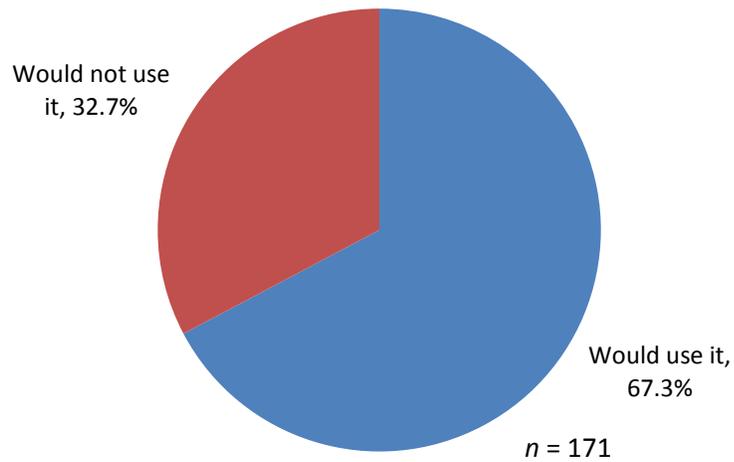


Exhibit 1.51.b Preferred time of travel - Douglas/Bisbee and Sierra Vista route – Weekend service



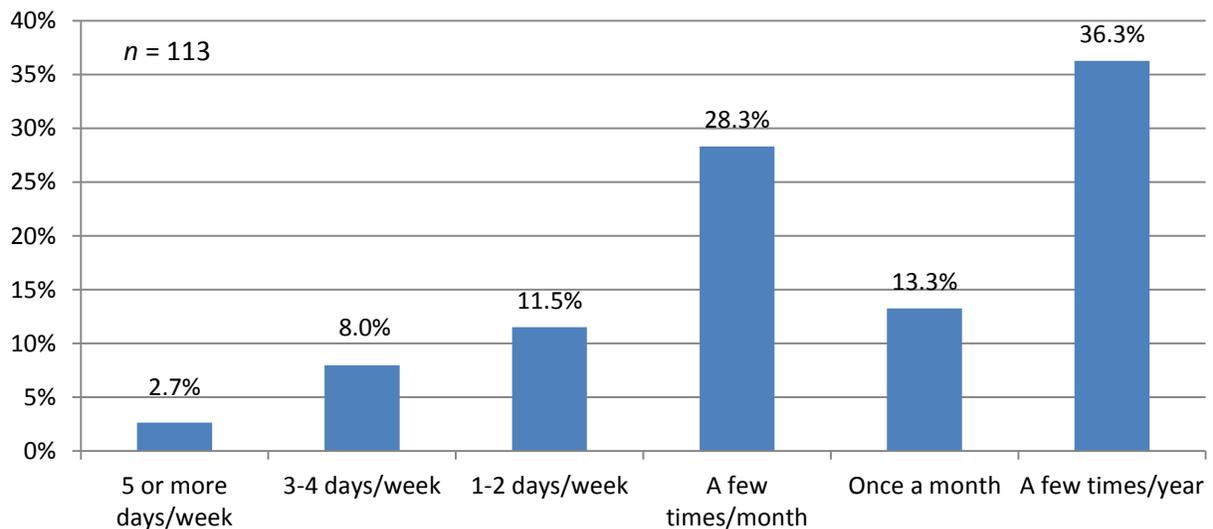
Q8. If bus service was available between Sierra Vista and Benson (including a connection to Amtrak), would you use it?

Exhibit 1.52 Likely usage – Sierra Vista and Benson route



Q9. How frequently are you likely to use a bus service between Sierra Vista and Benson?

Exhibit 1.53 Frequency of use - Sierra Vista and Benson route



Q10. What time(s) of day would you be most likely to travel between Sierra Vista and Benson?

Exhibit 1.54.a Preferred time of travel - Sierra Vista and Benson route – Weekday service

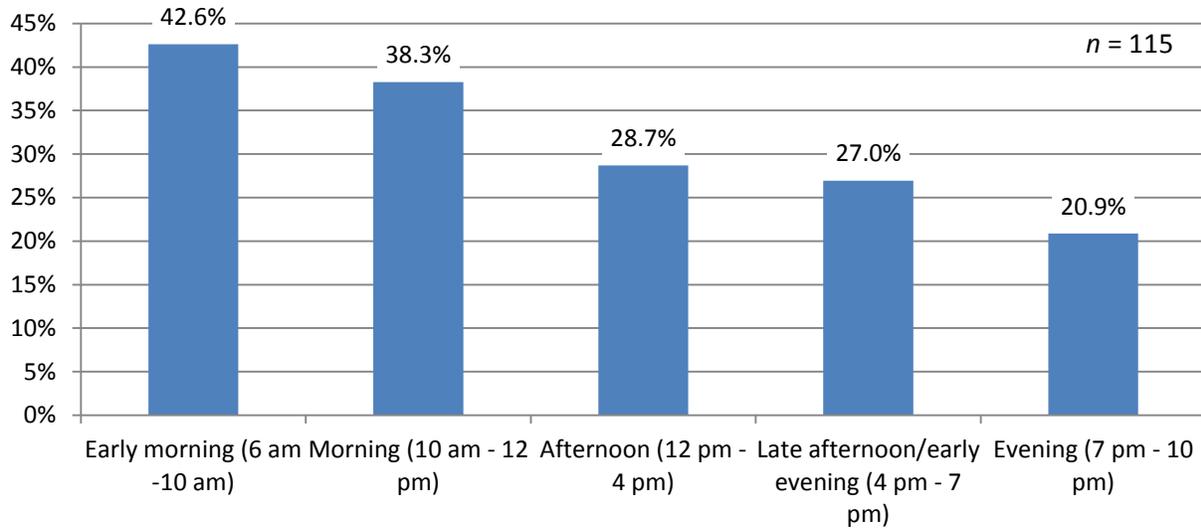
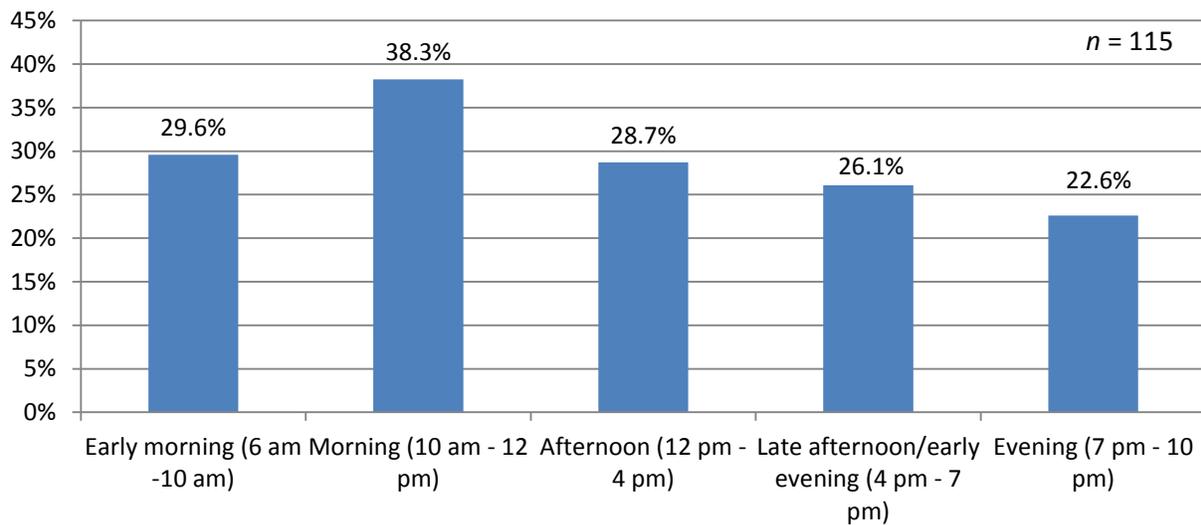
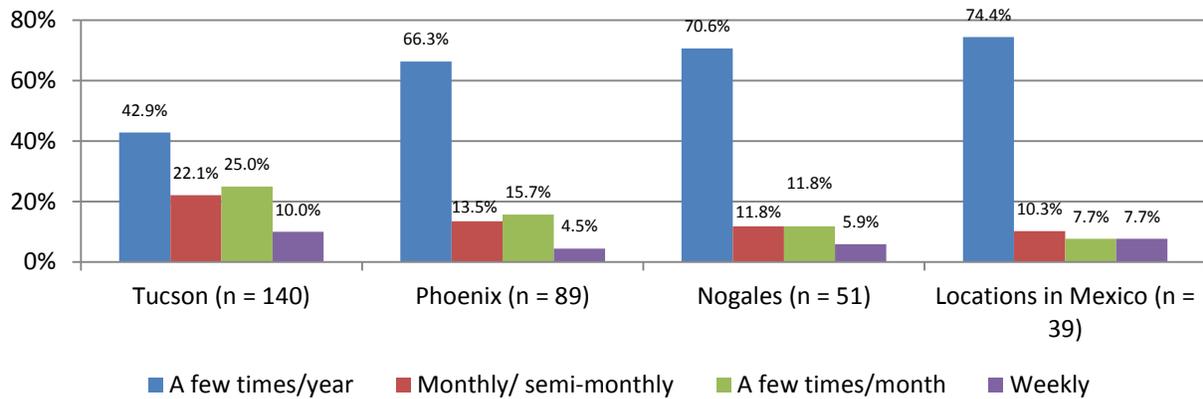


Exhibit 1.54.b Preferred time of travel - Sierra Vista and Benson route – Weekend service



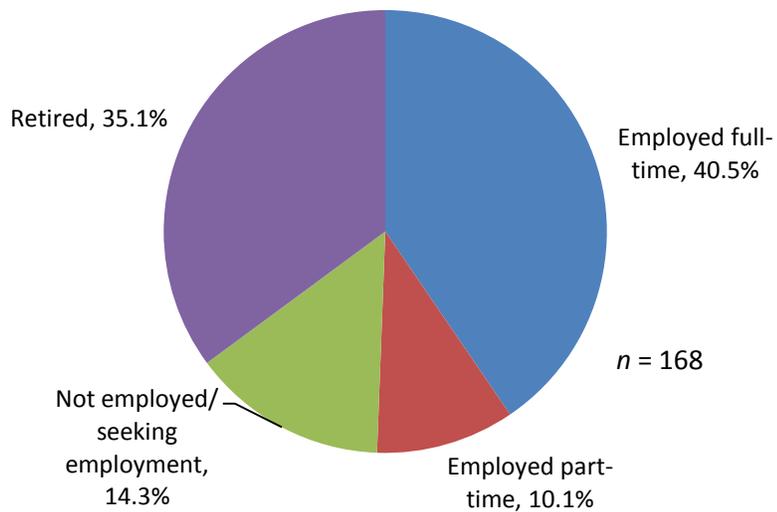
Q11. Would you likely use public transit to travel from Cochise County to other locations? If so, indicate how frequently.

Exhibit 1.55 Likely travel locations outside Cochise County



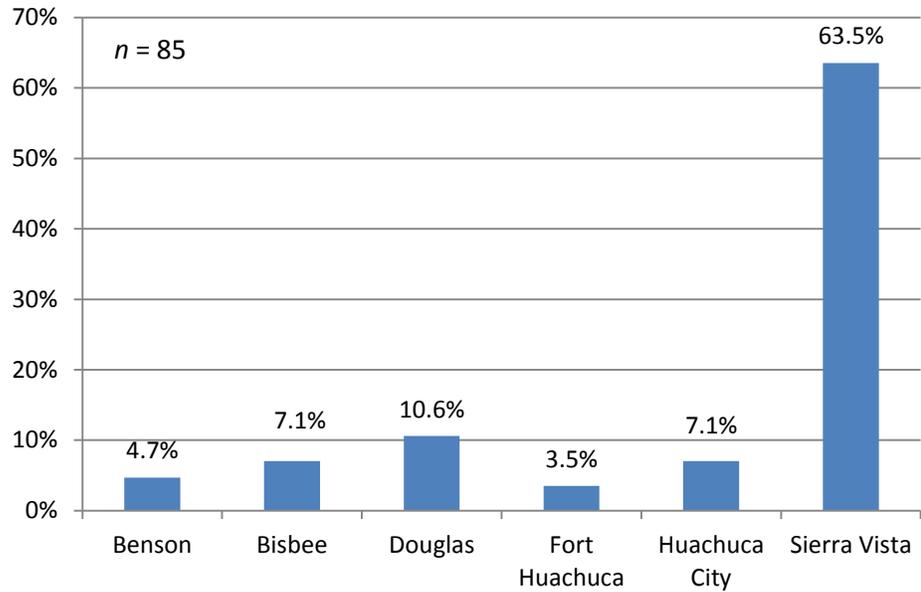
Q12. What is your employment status?

Exhibit 1.56 Employment status



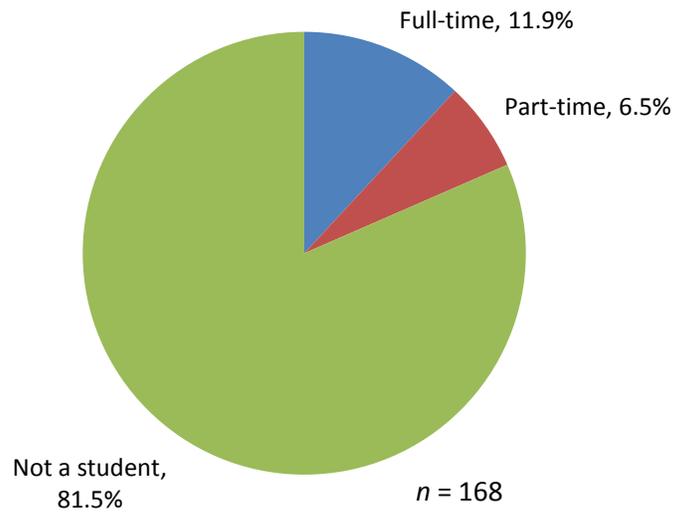
Q12.a. If you are currently employed, what is the ZIP/postal code for your place of employment?

Exhibit 1.56.a Location of employment



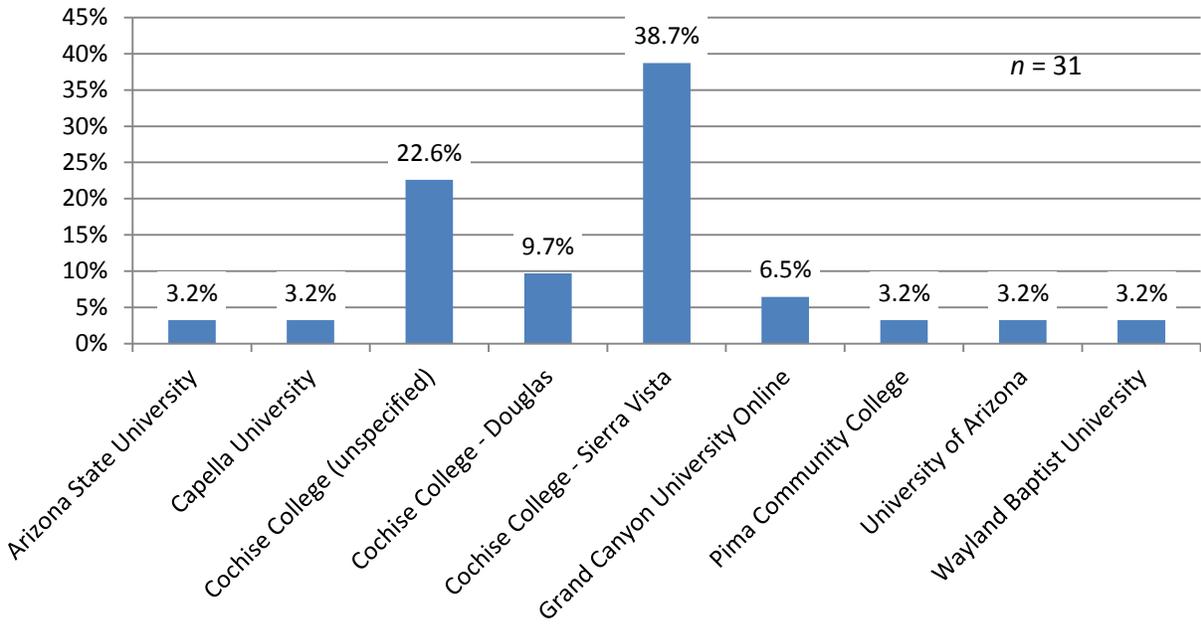
Q13. Are you a college student?

Exhibit 1.57 Educational status



Q13.a. *If you are a college student, what school do you attend?*

Exhibit 1.57.a Educational institution





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memo

to: Chris Vertrees, Transportation Planner,
SouthEastern Arizona Governments Organization

from: Brett Porter

re: SEAGO: Cochise County Intercity Route Feasibility
Study: Technical Memo #5

date: November 10, 2016

Stakeholder Survey

The stakeholder survey was intended to secure input from businesses and organizations that have a “stake” in the project’s outcome. These stakeholders were contacted via email. The survey was available both in print format and online.

The survey response period was October 3, 2016 (date of first email) through October 31, 2016. The organizations contacted ranged from local businesses and employers to social service groups, local and county government agencies, and education and faith-based organizations. The survey was designed to identify opportunities and demand for intercity bus routes linking Benson, Bisbee, Douglas, and Sierra Vista. A total of 17 stakeholders participated in the survey.

All survey data was entered into an electronic database and cleaned/verified for accuracy utilizing Statistical Package for the Social Sciences (SPSS) software.

The table below presents a list of organizations contacted for participation in the stakeholder survey. Those organizations in red completed a survey.

Stakeholder list	
Advanced Call Center Technologies	Legacy Foundation of Southeast Arizona
Bisbee Senior Center	M. Greene PRD
Chiricahua Community Health Centers, Inc. (2)	Mary's Mission Development Center (3)
City of Agua Prieta	National Alliance on mental Illness Southeastern Arizona
City of Benson (2)	Pinal Hispanic Council (2)
City of Bisbee	SEAGO (2)
City of Douglas (2)	Senior Citizens of Patagonia, Inc.
City of Sierra Vista (2)	Sierra Vista MPO
Cochise College (2)	Sierra Vista Volunteer Interfaith Caregiver Program (ViCap)
Cochise County (4)	Society of St. Vincent de Paul
Douglas ARC (2)	Southeastern Arizona Behavioral Health Services
Douglas Area Food Bank	Sunsites-Pearce Fire District
Douglas Community Coalition	TAP Royal
Echoing Hope Ranch	Town of Huachuca City (2)
Ex-City of Douglas	University of Arizona South (2)
Horizon Health & Wellness	Wellness Connections (3)
Horizon Human Services	Women's Transition Network (2)
*Red indicates those agencies that completed a survey.	

Key Findings

- One-third of respondents believe at least 25 percent of their employees would utilize a new bus route linking the communities;
- The most desired type of intercity transportation option by respondents for their employees is a public bus;
- All respondents believe employees and/or clients would utilize new intercity bus service if a travel subsidy was provided.
- More than 30 percent of stakeholders stated at least one in four additional clients would be served if additional intercity transportation became available;
- Phoenix and Tucson are the most common locations outside Cochise County for persons to travel to/from for services;
- 47 percent of respondents provide some form of transportation services to their clients;
- Vouchers/reimbursement include: one-way and 30-day passes, and mileage, for elderly, disabled, and students;
- More than half of employees (52.9 percent) commute from outside the community in which the organization/business is located;
- Respondents listed Whetstone, Elfrida, Willcox, St. David, Pomerene, Willow Lakes, Huachuca City, Tucson, Mescal, and Dragoon, as areas outside of the four communities where employees or clients live;
- 47 percent of respondents stated their clients use some form of federal-or state-subsidized transportation;
- 47 percent of respondents stated their clients travel within and outside the community to access their services;
- More than 40 percent of respondents stated their clients use public transit to travel to a primary location/site for services;
- More than 30 percent of respondents stated at least one in four clients would utilize a new intercity bus route linking the four communities;



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memo

to: Chris Vertrees

from: Jim Moore

re: SEAGO: Intercity Feasibility
Study: Technical Memo #6
Initial Recommendations

date: December 27, 2016

The purpose of this memo is to present the consultant's preliminary recommendations intended to improve mobility between the four communities (Benson, Bisbee, Douglas, and Sierra Vista) within the study area as well as enhance access to regional destinations (Tucson and/or Phoenix). These recommendations reflect input received via the community survey (700-plus respondents), stakeholder survey (20 respondents), first round of community workshops (40 attendees), discussions with SEAGO staff and TAC members, and the consultant's professional experience.

Set A: Inter-community service.

Recommendation 1: Implement scheduled service linking Benson (Amtrak), Bisbee, Douglas, and Sierra Vista.

Each of the four communities currently provides some form of local (intra-community) public transit service. As such, implementation of this recommendation would result in two benefits: 1) Provide an affordable inter-community travel option, and 2) provide a link with regional transportation services (Greyhound and/or Amtrak). If selected for implementation, Moore & Associates recommends providing no less than two round trips between each community on a six-day/week basis (Monday through Saturday). One trip would operate in the early morning, the other in the late afternoon. Preliminary ridership estimates reflect input received via the various outreach activities as well as the TCRP's "Estimating demand for rural inter-city bus services."

Rationale: Through the stakeholder survey (October 2016), participating employers indicated a preference for a public bus service as a means of providing reliable,

affordable home-to-work travel. Further, the community survey revealed demand for non-work travel between Benson/Bisbee/Douglas and Sierra Vista. Lastly, given the recent re-location of several Cochise College classes/programs to the Sierra Vista campus, it is now necessary for many student-residents to travel to the Sierra Vista campus in order to complete their studies.

Recommendation 2: Implement scheduled service linking Bisbee, Douglas, and Sierra Vista.

Each of these communities currently provides some form of local (intra-community) public transit service.

The community survey (October 2016) revealed Sierra Vista as the most common travel destination in Cochise County. While some demand for service to/from Benson was identified, Benson has a smaller population than the other communities, the distance between Benson and the other communities is greater, and Benson residents already have access to both Greyhound and Amtrak services.

Rationale: Implementation of this recommendation (versus Recommendation 1) would either support increased service frequency (i.e., more trips) between the other communities or lower overall program/service cost. Alternative access to regional transportation services (Amtrak, Greyhound) is discussed within the subsequent recommendations.

Set B: Regional services

Recommendation 3: Implement schedule service to Tucson.

Currently residents within the four study communities rely upon either ViCAP or informal volunteer driver programs to provide transportation to/from Tucson. Much of the demand for Tucson travel is healthcare-related (private hospitals, public hospitals, VA hospitals, etc.). In order to address such demand Moore & Associates believes the desired service would need to provide no less than one round trip per week (westbound: early morning, eastbound: late afternoon/early evening). Service capacity would also need to provide either complementary or low-cost rides for escorts/travel companions.

Rationale: The most desired destination outside Cochise County is Tucson. While 36 percent of respondents indicated they would ride a “few times a year,” 25 percent (186 respondents) said they would ride at least one time/week.

Recommendation 4: Implement scheduled service to both Tucson and Phoenix.

While demand for public bus service to/from Phoenix is not as great as service to/from Tucson, Phoenix remains an attractive destination for Cochise County residents. Phoenix offers a much greater array of healthcare, educational, and entertainment options/activities. Plus Phoenix’s Sky Harbor Airport offers non-stop service to more than 60 destinations. Obviously the cost of Phoenix service would be substantially greater than service to/from Tucson. To be effective (vis-à-vis the identified demand),

service linking Cochise County and Phoenix would need to operate at least once weekly.

Set C: Other recommendations

Recommendation 5: Subsidize inter-city fares on Greyhound and/or TAP Royal.

While travel to Tucson is desired to access healthcare services, actual demand (i.e., number of likely trips) is expected to be less than demand for (local) inter-city service (e.g., between Douglas and Sierra Vista). Therefore, while SEAGO or one of the local transit operators could provide the service, we believe the most cost-efficient approach would be through a negotiated fare subsidy with Greyhound and/or TAP Royal. (Assuming similarity in pricing, we believe TAP Royal would be the preferred partner assuming TAP Royal agreed to a routing that also included Agua Prieta.)

Rationale: Greyhound and TAP Royal are long-established operators that offer ready brand recognition, competitive inter-city pricing, and established route networks. By entering into a partnership with Greyhound and/TAP Royal, SEAGO would forego the need for considerable capital investment. Further, associated program outlay could be adjusted periodically reflective of actual demand.

Recommendation 6: Establish an on-demand (reservation-based) service linking Bisbee/Douglas and Sierra Vista.

As noted above, Sierra Vista remains the top trip attractor/generator due to its retail, employment, healthcare, and educational offerings. The proposed service differs from a traditional dial-a-ride given it would operate along an established route on an established schedule. However, in the event no trip requests are received, the service would not operate. This service approach could also lend itself to incorporation of “subscription trips” (wherein a key employer or Cochise College purchased a “reserved” block of seats). Anticipated challenges include development of an effective ride reservation process and the need to “deadhead” vehicles for service positioning.

Recommendation 7: Implement a subsidized vanpool program.

Work and school-related travel will likely comprise the lion’s share of inter-city demand. As such, we recommend SEAGO consider implementation of a vanpool program as the first step in the creation of a broader transportation network. Vanpools are most successful when they are location-specific (e.g., Cochise College, individual employer/office location).

Vanpool riders pay a monthly fee depending upon distance traveled and number of riders. The monthly fee is intended to cover fuel, vehicle maintenance, and insurance. (Many vanpool programs allow use of the vehicle by the designated driver on weekends). Public transportation entities such as SEAGO often provide an initial (short-term) subsidy to encourage formation of vanpools.



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memo

to: Chris Vertrees, Project Manager	from: Jim Moore
re: SEAGO: Cochise County Intercity Route Feasibility Study: Technical Memo #7	date: February 14, 2017

The purpose of this memo is two-fold: Summarize discussion arising from the second round of public workshops (February 3 and 4, 2017) and present the consultant's preferred service plan for introduction of intercity and regional transportation service.

Part 1: Public Workshops

Public workshops were conducted on February 3 and 4, 2017 in Benson, Bisbee, Douglas, and Sierra Vista. Total attendance for the four workshops was 54.

Promotion of the workshops was similar to that undertaken for Round 1 (October 2016). Workshop format included a short PowerPoint presentation summarizing the project objectives, results of initial phase of public engagement, and key findings. Following the presentation, attendees were invited to complete a short ballot intended to identify preferences regarding possible intercity service, regional service, and other mobility options. Forty-six ballots were received. Finally, an open question/answer session was held.

Subsequent to the workshops, summaries of public discussion were posted to the project webpage.

A. Intercity service

Sixty-four percent of the ballot responses favor a scheduled service linking the four "focus communities": Benson, Bisbee, Douglas, and Sierra Vista. By contrast, 23 percent of the ballots favored a scheduled service linking Bisbee, Douglas, and Sierra Vista. An additional 14 percent of ballots indicated a preference for inclusion of Hereford and Palominos as part of the scheduled intercity service.

B. Regional service

Although not part of the project's original scope, public desire for affordable scheduled/service linking the four "focus communities" with Tucson (and potentially beyond) soon became evident. As a result, the demand assessment and service planning efforts were expanded to address this "emerging" need.

Through the workshop balloting, 79 percent of attendees indicate a preference for Tucson-only service (assuming no less than one round trip/week), while seven percent indicated a preference for scheduled service to both Tucson and Phoenix. An additional 14 percent identified locations other than Tucson and/or Phoenix.

C. Other mobility considerations

Workshop attendees were also invited to weigh-in on three additional mobility considerations. (Multiple responses were permitted.) Fifty-eight percent indicated support for some form of fare subsidy or buy-down (chiefly regarding service to/from Tucson and Phoenix.)

Fifty-three percent of ballots indicated preference for some form of “on-demand” service linking the four “focus communities.” However, based on workshop discussion, the practicality of an on-demand model received little support. (An on-demand service would operate only if an agreed upon number of reservations is received in advance of the proposed travel date. While it could result in lower program costs, the inherent uncertainty of service provision outweighs possible cost savings.)

Forty-three percent of ballots indicated support for a subsidized vanpool (specific to travel between the four “focus communities”). Subsidized vanpools could prove to be an effective mobility alternative for trips specific to employers in Douglas and Sierra Vista; as well as travel to Cochise College’s Sierra Vista campus). However, it is unlikely subsidized vanpools would address the intercity travel needs of the general population. Further, in order to be financially sustainable, such vanpools would require financial participation from the benefiting entities (i.e., Cochise College and/or affected employers).

Part 2: Preferred Service Plan

Based on the overall results of public engagement (e.g., surveys, workshops, comments received via the project website), discussions with the TAC as well as SEAGO staff, and specifics of the pilot program funding, we believe a multi-pronged service approach (specific to initial service delivery) is recommended.

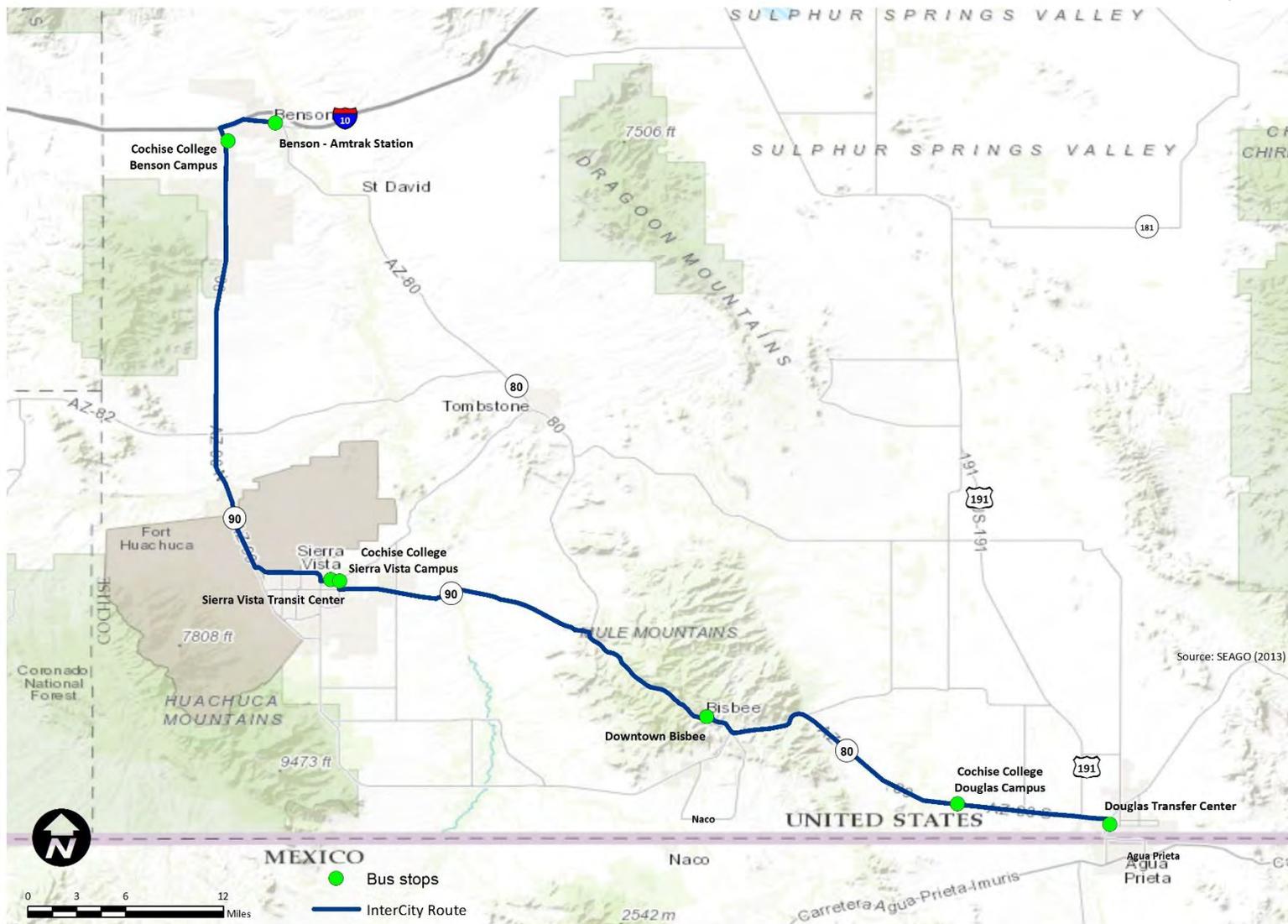
Intercity service

The specifics of the Legacy Foundation grant requires the associated intercity service be implemented no later than the third quarter of CY 2017. Therefore, we recommend contracting with an existing operator for the provision of three daily (weekday only) round trips linking the Douglas transfer center, downtown Bisbee, and the Sierra Vista transit center, as well as three round trips linking the Sierra Vista transit center and the Amtrak station in Benson. (The Greyhound bus station is just east of the Amtrak station, within walking distance.) Stops at Cochise College campuses in Douglas, Sierra Vista, and Benson would also be provided.

Reduced service on Saturday (two round trips) would offer service to the Douglas transfer center, downtown Bisbee, the Sierra Vista transit center, and the Amtrak station in Benson.

Exhibit 1 presents the proposed intercity route with bus stops.

Exhibit 1 Intercity service



The full intercity route has been separated into two segments: Douglas to Sierra Vista and Sierra Vista to Benson. Schedules and pricing for each segment are presented separately. (Should a single operator operate both route segments, schedules can potentially be interlined to offer more seamless travel from Douglas through Benson.)

Exhibit 2 presents the proposed Douglas to Sierra Vista weekday service schedule. Service would include three round trips daily between 6:30 am and 6:30 pm. Trip 1 is timed to arrive at Cochise College prior to the start of 8:00 am classes. Trip 3 is timed to depart the Sierra Vista transit center and Cochise College after 5:00 pm.

Exhibit 2 Douglas to Sierra Vista service schedule – weekday

Bus stop	Trip 1	Trip 2	Trip 3
Douglas transfer center	6:30 AM	11:00 AM	4:00 PM
Cochise College - Douglas	6:43 AM	11:13 AM	4:13 PM
Downtown Bisbee	7:06 AM	11:36 AM	4:36 PM
Arrive Sierra Vista transit center	7:39 AM	12:09 PM	5:09 PM
Depart Sierra Vista transit center	7:44 AM	12:14 PM	5:14 PM
Cochise College - Sierra Vista	7:47 AM	12:17 PM	5:17 PM
Downtown Bisbee	8:21 AM	12:51 PM	5:51 PM
Cochise College - Douglas	8:44 AM	1:14 PM	6:14 PM
Douglas transfer center	8:57 AM	1:27 PM	6:27 PM

Exhibit 3 presents the proposed Sierra Vista to Benson weekday service schedule. Service would include three round trips daily between 6:45 am and 4:40 pm. Trip 1 is timed to arrive at the Benson Amtrak station so that riders can connect with Greyhound’s 7:50 am westbound departure. Trip 2 is timed to connect with the inbound Douglas-Sierra Vista bus. Trip 3 departs Benson after the arrival of Greyhound’s 3:15 pm eastbound service. Trip 3 is also timed to connect with the Douglas-Sierra Vista bus on its return trip to Douglas.

Exhibit 3 Sierra Vista to Benson service schedule – weekday

Bus stop	Trip 1	Trip 2	Trip 3
Depart Sierra Vista transit center	6:45 AM	12:15 PM	3:00 PM
Cochise College - Benson	7:28 AM	12:58 PM	3:43 PM
Amtrak station - Benson	7:35 AM	1:05 PM	3:50 PM
Arrive Sierra Vista transit center	8:23 AM	1:53 PM	4:38 PM

Exhibit 4 presents the proposed Douglas to Sierra Vista Saturday service schedule. Service would include two round trips between 8:00 am and 5:20 pm. Note that service to the college campuses is eliminated on Saturday.

Exhibit 4 Douglas to Sierra Vista service schedule – Saturday

Bus stop	Trip 1	Trip 2
Douglas transfer center	8:00 AM	3:00 PM
Downtown Bisbee	8:34 AM	3:34 PM
Arrive Sierra Vista transit center	9:07 AM	4:07 PM
Depart Sierra Vista transit center	9:12 AM	4:12 PM
Downtown Bisbee	9:45 AM	4:45 PM
Douglas transfer center	10:19 AM	5:19 PM

Exhibit 5 presents the proposed Sierra Vista to Benson Saturday service schedule. Service would include two round trips between 9:15 am and 4:05 pm. Trip 1 arrives in Benson ahead of the departure of Amtrak’s 10:15 am eastbound service, but does not connect with Greyhound’s 7:50 am westbound departure. Trip 2 departs Benson after the arrival of Greyhound’s 3:15 pm eastbound service. Both trips are timed to facilitate travel from Douglas through to Benson in the morning and from Benson to Douglas in the afternoon.

Exhibit 5 Sierra Vista to Benson service schedule – Saturday

Bus stop	Trip 1	Trip 2
Depart Sierra Vista transit center	9:15 AM	2:30 PM
Amtrak station - Benson	10:02 AM	3:17 PM
Arrive Sierra Vista transit center	10:50 AM	4:05 PM

As discussed above, we recommend contracting with an existing operator for the provision of the intercity service. Exhibits 6 through 8 present a cost comparison between TAP Royal and Douglas Rides to operate each six day/week service (Douglas/Sierra Vista and Sierra Vista/Benson).

TAP Royal is private intercity bus service operating in both Mexico and the United States. TAP Royal service typically features an over-the-road coach with a seating capacity of fifty. Costs are calculated based on a per-mile rate.

Douglas Rides is a public transit service operated by the city of Douglas. The City of Bisbee’s service (Bisbee Bus) is also operated by Douglas Rides. Each program features 16-passenger ADA-accessible vehicles. Costs are calculated based on a per-hour rate.

Exhibit 6 Douglas to Sierra Vista service operating cost

Operator	VSH per week	Mileage per round trip	Roundtrips per week	Unit cost	Weekly cost	Annual cost
Douglas Rides	42.2	96.5	17	\$45/VSH	\$1,899	\$98,748
TAP Royal				\$2/mile	\$3,281	\$170,612

Exhibit 7 Sierra Vista to Benson service operating cost

Operator	VSH per week	Mileage per round trip	Roundtrips per week	Unit cost	Weekly cost	Annual cost
Douglas Rides	28.2	68	17	\$45/VSH	\$1,269	\$65,988
TAP Royal				\$2/mile	\$2,312	\$120,224

Exhibit 8 Total service operating cost

Operator	VSH per week	Mileage per round trip	Roundtrips per week	Unit cost	Weekly cost	Annual cost
Douglas Rides	70.4			\$45/VSH	\$3,168	\$164,736
TAP Royal				\$2/mile	\$5,593	\$290,836

Exhibit 9 illustrates the proposed fare structure. The base fare for the Douglas to Sierra Vista route would be \$3.50, with shorter distances priced proportionally. The base fare for the Sierra Vista to Benson route would be \$3.00. This would allow a rider to travel from Douglas to Benson for a total cost of \$6.50 each way.

Exhibit 9 Intercity service fare structure

Route Segment	Proposed Fare
Douglas – Sierra Vista	\$3.50
Douglas – Bisbee	\$2.00
Bisbee – Sierra Vista	\$2.00
Sierra Vista - Benson	\$3.00

Farebox recovery represents the amount of the total operating cost that can be covered through rider fares. Potential farebox recovery for route segments is presented in Exhibits 9 and 10 for Douglas Rides and TAP Royal. The farebox recovery for Douglas Rides is lower due to the smaller size of the vehicle. While the farebox recovery for TAP Royal appears very high, it is based on 35 riders each trip (approximately 70 percent of a 50-passenger vehicle). It is unlikely that existing demand will result in that level of usage. As a result, actual farebox recovery is likely to be much more modest.

Exhibit 9 Intercity service farebox recovery – Douglas Rides

Trip segment	Proposed fare per passenger	Total fare per trip	Farebox recovery
Douglas to Bisbee	\$2.00	\$20	88.9%
Douglas to Sierra Vista	\$3.50	\$35	77.8%
Sierra Vista to Benson	\$3.00	\$30	66.7%

* Total fare per trip assumes 70 percent of capacity for the designated segment.

Exhibit 10 Intercity service farebox recovery – TAP Royal

Trip segment	Proposed fare per passenger	Total fare per trip	Farebox recovery
Douglas to Bisbee	\$2.00	\$70	142.9%
Douglas to Sierra Vista	\$3.50	\$123	129.5%
Sierra Vista to Benson	\$3.00	\$105	150.0%

* Total fare per trip assumes 70 percent of capacity for the designated segment.

Regional service

As discussed within Part 1, there is also demand for an affordable service linking Cochise County with healthcare centers in Tucson. Therefore, we recommend contracting with an existing operator to

provide two round trips each week linking the Sierra Vista transit center with four key locations in Tucson: VA hospital, Retina Center – Tucson, the Ronstadt transit center, and the University of Arizona’s Medical Center. The service would originate at the Sierra Vista transit center and be timed so as to connect with the intercity service.

Exhibit 11 presents the proposed service schedule. Service would depart the Sierra Vista transit center at 7:45 am (to facilitate connections with the bus from Douglas) with scheduled stops in Tucson between 9:05 am and 9:40 am. To provide the requisite time for passengers to fulfill their appointments, afternoon departures from the Tucson area would not begin until 1:50 pm with anticipated return to Sierra Vista at 3:45 pm.

Exhibit 11 Regional service schedule

Bus stop	Outbound	Inbound
Sierra Vista transit center	7:45 AM	3:45 PM
VA Hospital – Tucson	9:05 AM	2:25 PM
Retina Center – Tucson	9:15 AM	2:15 PM
Ronstadt transit center – Tucson	9:25 AM	2:05 PM
University Medical Center – Tucson	9:40 AM	1:50 PM



Similar to the intercity service proposal, we recommend contracting with an existing operator for the provision of the regional service. Exhibit 6 presents the cost comparison between TAP Royal, Douglas Rides, and the Sierra Vista Volunteer Interfaith Caregiver Program (ViCAP).

ViCAP is a non-profit organization providing transportation to the elderly, disabled, and home-bound in the Sierra Vista area. Given their experience in the market, as well as the availability of a new 24-passenger, ADA-accessible vehicle, we believe ViCAP could be a viable provider.

Exhibit 12 Regional service operating cost

Service Operator	Roundtrips per day	Service hours per day	Cost per trip	Trips per week	Weekly cost	Annual cost
ViCAP	1	7	\$315	2	\$630	\$32,760
TAP Royal			\$520	2	1,040	\$54,080
Douglas Rides			\$315	2	\$630	\$32,760

Exhibit 13 Regional service farebox recovery*

Service Operator	Vehicle Capacity	Cost per trip	Proposed fare per passenger	Proposed fare per attendant	Total fare per trip	Farebox recovery
ViCAP	14	\$315	\$15.00	\$5.00	\$95	30.2%
TAP Royal	50	\$520			\$340	65.4%
Douglas Rides	16	\$315			\$100	31.7%

* Total fare per trip assumes 70 percent of capacity, with half of seats filled by passengers and half by attendants.

Exhibit 14 presents the proposed regional route with bus stops.

Vanpool Program

Vanpools are the perfect solution for commuters who travel more than 15 miles each way and have a regular schedule. The route and schedule for a vanpool is determined by the individual members, so the service can be fully customized to reflect the needs of each participant.

A vanpool is typically comprised of five to 15 riders, depending on whether a minivan or full-size van is used. One or more are designated as drivers, and the cost of the vanpool is shared among participants. In most cases, the designated driver has use of the van during off-hours as well, with a monthly allotment of miles for personal uses.

Most vanpools consist of individuals traveling from the same starting location to the same destination, but this can vary. Some vanpools leave the origin location (which could be the driver's house or a park-and-ride lot) with all of the riders, while others may pick up riders at designated points along the route. Vanpool riders may all work for the same employer, or they may work or attend school in the same building or business park. Each vanpool is unique.

There are two primary vanpool companies operating in the United States: Enterprise and VPSI, Inc./vRide. In Cochise County, some vanpools are already being operated through lease agreements with Enterprise. These programs provide the vehicles and insurance and offer competitive monthly rates. Start-up requires no initial capital outlay as the vans are provided through a lease arrangement. Alternatively, individual organizations can choose to operate a vanpool program in-house. However, this requires the organization to coordinate purchase of the vans, insurance, ongoing maintenance, and payment processing.

Vanpools work particularly well for colleges, larger employers, and employers with shift work, especially where work sites are in rural locations and are not served by a bus route, or the work hours do not line up with a bus schedule. In many cases the college or employer provides a subsidy for each vanpool to help defray the monthly cost for each participant. Vanpool expenses are also eligible for an employer pre-tax payroll deduction.

Vanpools are one of the quickest forms of mass transportation to implement. When a pool of interested individuals exists (such as students or employees at the same college campus, or employees at the same work site), a vanpool can generally be launched within a month's time. It is a timely and cost-effective solution for regular, recurring commute trips. It does not present a conflict for fixed-route public transportation, as vanpools do not provide the same type of service as a fixed-route bus.

Several organizations within Cochise County would benefit greatly from vanpools. Students and/or employees at Cochise College in Sierra Vista who travel from Douglas or Bisbee to attend classes or work are ideal candidates for a successful vanpool. In addition, vanpools would assist large employers (such as ATC) in Douglas with recruitment – the availability of a vanpool may eliminate the barrier currently caused by lack of transportation to the work site.

Should vanpools be arranged through Enterprise or VPSI, Inc., the cost per month per person will be determined by the lease cost of the van divided by the number of participants. The monthly participant cost can be cut even further depending on the amount of subsidy by SEAGO and the sponsoring employer or organization.



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memo

to: Chris Vertrees, SEAGO	from: Jim Moore
re: SEAGO: Cochise County Intercity Route Feasibility Study – Phase 2: Service Plan	date: March 23, 2017

The purpose of this memo is to present three proposed service scenarios. Each service scenario presents an alternative approach to delivering intercity service between the four communities of Benson, Bisbee, Douglas, and Sierra Vista. Also provided is proposed fare structure as well as ridership estimates.

Service Alternatives

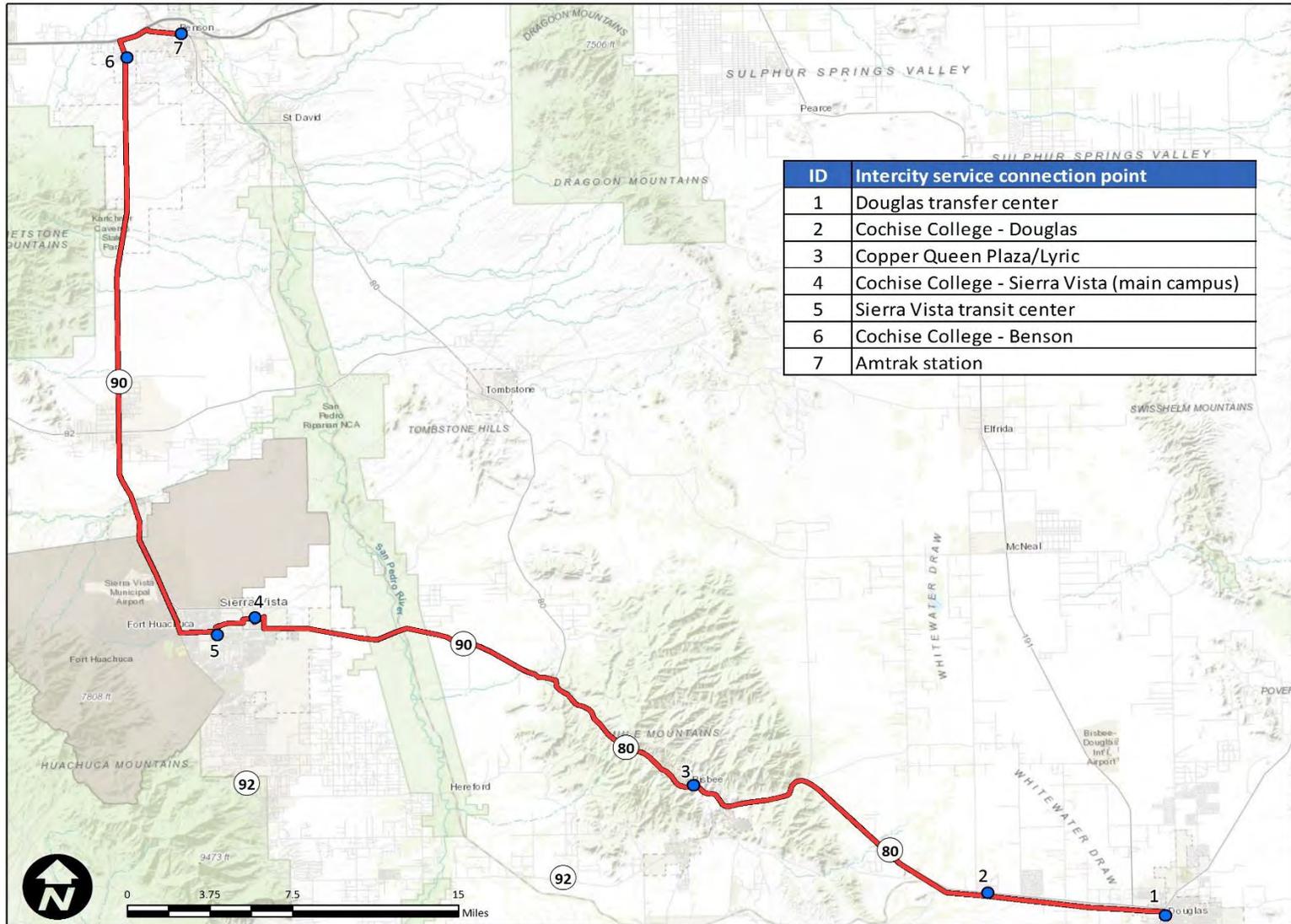
A set of parameters was developed to guide the development of each service scenario. The parameters are intended to fit within existing budget resource and operating conditions, as well as projected ridership and applicable labor regulations. The list of parameters is presented in hierarchical order:

- No more than 2 full-time equivalent (FTE) drivers;
- 1 available transit vehicle;
- Operating cost not to exceed \$200,000/year (exclusive of farebox revenue);
- Serve Cochise College campuses at appropriate times;
- Provide service no less than five days per week;
- Provide residents of Douglas access to Sierra Vista;
- Provide residents of Douglas access to Sierra Vista for employment, healthcare and educational needs;
- Provide intercity service linking Benson, Bisbee, Douglas, and Sierra Vista;
- Provide connection with local transit programs (Benson Area Transit, Bisbee Bus, Douglas Rides, Vista Transit); and
- Provide connection to the national transportation network (Benson).

Scenario 1

In creating scenario 1 we recommend contracting with the City of Douglas to operate three daily (weekday only) round trips linking the Douglas transfer center, Copper Queen Plaza/Lyric in Bisbee, Sierra Vista transit center, and Amtrak station in Benson (Note: The Greyhound bus station is located immediately east of the Amtrak station, within walking distance inside). Stops at Cochise College campuses in Douglas, Sierra Vista (main campus), and Benson would also be provided. Exhibit 1 presents Scenario 1 service with connection points.

Exhibit 1 Intercity service – Scenario 1



Reduced service on Saturday (two round trips) would link the Douglas transfer center, downtown Bisbee (Copper Queen Plaza/Lyric), Sierra Vista transit center, and Amtrak station in Benson.

Key features of Scenario 1:

- Three round trips provided each weekday.
- Serves Cochise College’s main Sierra Vista campus.
- Offers connections to Vista Transit at the Sierra Vista Transit Center.
- Does not directly serve the Sierra Vista Mall or Canyon Vista Medical Center (connections available via Vista Transit).
- Travels along State Route 90 (does not serve Hereford or Palominas).

Exhibit 2 presents the proposed Scenario 1 Douglas to Benson weekday service schedule. Service would include three round trips daily between 6:15 am and 9:40 pm. The route alignment travels along State Route 90 between Bisbee and Sierra Vista. Trip 1 is timed to arrive at the main campus of Cochise College – Sierra Vista prior to the start of 8:00 am classes. The schedule is developed to allow for driver replacement prior to Trip 3 departure in Douglas.

The schedule is designed for one driver to cover Trips 1 and 2 with a total of 60 minutes of scheduled breaks at the Sierra Vista transit center. This driver is projected to work approximately 8.5 hours each weekday. The driver for Trip 3 is anticipated to work approximately 4.75 hours each weekday.

Exhibit 2 Scenario 1 service schedule – weekday

Intercity service connection point	Trip 1	Trip 2	Trip 3
	Northbound		
Depart Douglas transfer center	6:15 AM	11:50 AM	5:00 PM
Arrive at Cochise College - Douglas	6:26 AM	12:01 PM	5:11 PM
Arrive at Copper Queen Plaza/Lyric - Bisbee	6:50 AM	12:25 PM	5:35 PM
Arrive at Cochise College - Sierra Vista (main campus)	7:24 AM	12:59 PM	6:09 PM
Arrive at Sierra Vista transit center	7:29 AM	1:04 PM	6:14 PM
Depart Sierra Vista transit center	7:34 AM	1:34 PM	6:19 PM
Arrive at Cochise College - Benson	8:16 AM	2:16 PM	7:01 PM
Arrive Amtrak station - Benson	8:23 AM	2:23 PM	7:08 PM
Southbound			
Depart Amtrak station - Benson	8:25 AM	2:25 PM	7:10 PM
Arrive at Cochise College - Benson	8:30 AM	2:30 PM	7:15 PM
Arrive at Sierra Vista transit center	9:12 AM	3:12 PM	7:57 PM
Depart Sierra Vista transit center	9:32 AM	3:32 PM	8:22 PM
Arrive at Cochise College - Sierra Vista (main campus)	9:37 AM	3:37 PM	8:27 PM
Arrive at Copper Queen Plaza/Lyric - Bisbee	10:11 AM	4:11 PM	9:01 PM
Arrive at Cochise College - Douglas	10:35 AM	4:35 PM	9:25 PM
Arrive at Douglas transfer center	10:48 AM	4:48 PM	9:38 PM
*Each stop allows for two minutes for drop-off and pick-up of passengers.			

Exhibit 3 presents the proposed Scenario 1 Saturday service schedule. The scenario includes two round trips between 8:30 am and 6:00 pm. Service to college destinations is not provided on Saturday.

Trip 1 arrives in Benson prior to the departure of Amtrak’s 10:15 am eastbound service, yet misses Greyhound’s 7:50 am westbound departure. Trip 2 departs Benson after the arrival of Greyhound’s 3:15 pm eastbound service. Both trips are timed to facilitate travel between Douglas and Benson in the morning and in the afternoon day-parts.

Exhibit 3 Scenario 1 service schedule – Saturday

Intercity service connection point	Trip 1	Trip 2
	Northbound	
Depart Douglas transfer center	8:30 AM	2:30 PM
Arrive at Copper Queen Plaza/Lyric - Bisbee	8:57 AM	2:57 PM
Arrive at Sierra Vista transit center	9:23 AM	3:23 PM
Depart Sierra Vista transit center	9:38 AM	3:38 PM
Arrive Amtrak station - Benson	10:12 AM	4:12 PM
Southbound		
Depart Amtrak station - Benson	10:14 AM	4:14 PM
Arrive at Sierra Vista transit center	10:48 AM	4:48 PM
Depart Sierra Vista transit center	11:03 AM	5:03 PM
Arrive at Copper Queen Plaza/Lyric - Bisbee	11:29 AM	5:29 PM
Arrive at Douglas transfer center	11:56 AM	5:56 PM

*Each stop allows for two minutes for drop-off and pick-up of passengers.

As discussed above, we recommend SEAGO contract with The City of Douglas to operate the intercity service. The City has prior transit operations contracting experience gained through its operation of the City of Bisbee service. Douglas’ transit fleet includes 16-passenger ADA-accessible vehicles. Costs are calculated based on a per-hour rate.

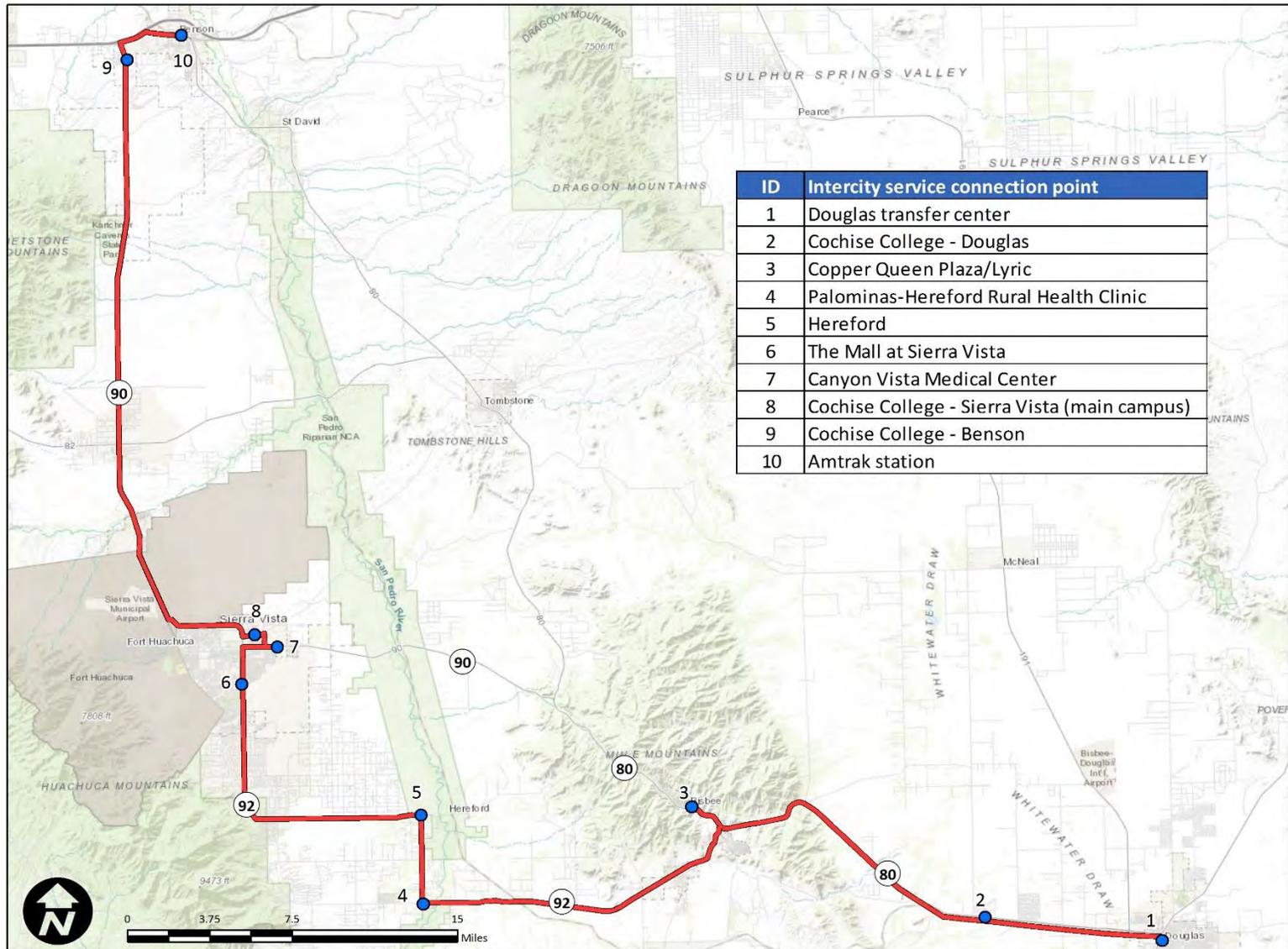
Exhibit 4 Scenario 1 service operating cost

Operator	VSH per week	Mileage per round trip	Roundtrips per week	Unit cost	Weekly cost	Annual cost
City of Douglas	78	168	17	\$45/VSH	\$3,488	\$181,350

Scenario 2

Similar to Scenario 1, we recommend contracting with the City of Douglas to operate two daily (Monday to Saturday) round trips linking the Douglas transfer center, Copper Queen Plaza/Lyric in Bisbee, Palominas-Hereford Rural health clinic, Hereford, Mall at Sierra Vista, Canyon Vista medical center, and Amtrak station in Benson. Stops at Cochise College campuses in Douglas, Sierra Vista (main campus), and Benson would also be provided. Exhibit 5 presents Scenario 2 service with connection points.

Exhibit 5 Intercity service – Scenario 2



Reduced service on Saturday (two round trips) would link the Douglas transfer center, downtown Bisbee (Copper Queen Plaza/Lyric), Palominas-Hereford Rural health clinic, Hereford, the Mall at Sierra Vista, Canyon Vista medical center, and Amtrak station in Benson.

Key features of Scenario 2:

- Serves Cochise College's main Sierra Vista campus.
- Serves Hereford and Palominas via State Route 92.
- Directly serves the Sierra Vista Mall and Canyon Vista Medical Center.
- Does not serve the Sierra Vista Transit Center, which affects connectivity with Vista Transit as well as service to Benson and Tucson.
- Due to the increase in trip duration (nearly one additional hour per each round trip over Scenario 1), only two round trips can be provided each weekday.
- Annual operating cost is lower than Scenario 1 due to the elimination of the third trip, but provides less service.

Exhibit 6 presents the proposed Scenario 2 Douglas to Benson weekday schedule. This scenario includes two round trips daily between 6:00 am and 6:46 pm. The alignment travels along State Route 92 between Bisbee and Sierra Vista. Trip 1 is timed to arrive at the main campus of Cochise College – Sierra Vista prior to the start of 8:00 am classes. The schedule is developed to allow for driver change-out prior to Trip 2 departure at the Douglas transfer center.

The schedule is designed for one driver to cover Trip 1, and one driver to cover Trip 2; with a scheduled 30-minute break for each driver at the Mall at Sierra Vista.

Exhibit 6 Scenario 2 service schedule – weekday

Intercity service connection point	Trip 1	Trip 2
	Northbound	
Depart Douglas Transfer Center	6:00 AM	1:15 PM
Arrive at Cochise College - Douglas	6:11 AM	1:26 PM
Arrive at Copper Queen Plaza	6:35 AM	1:50 PM
Arrive at Palominas-Hereford Rural health clinic	7:00 AM	2:15 PM
Arrive at Hereford	7:08 AM	2:23 PM
Arrive at The Mall at Sierra Vista	7:27 AM	2:42 PM
Depart The Mall at Sierra Vista	7:32 AM	2:47 PM
Arrive at Canyon Vista medical center	7:38 AM	2:53 PM
Arrive at Cochise College - Sierra Vista (main campus)	7:43 AM	2:58 PM
Arrive at Cochise College - Benson	8:26 AM	3:41 PM
Arrive at Amtrak Station - Benson	8:31 AM	3:46 PM
	Southbound	
Depart Amtrak station - Benson	8:33 AM	3:48 PM
Arrive at Cochise College - Benson	8:40 AM	3:55 PM
Arrive at Cochise College - Sierra Vista (main campus)	9:23 AM	4:38 PM
Arrive at Canyon Vista medical center	9:28 AM	4:43 PM
Arrive at The Mall at Sierra Vista	9:34 AM	4:49 PM
Depart The Mall at Sierra Vista	10:04 AM	5:19 PM
Arrive at Hereford	10:23 AM	5:38 PM
Arrive at Palominas-Hereford Rural health clinic	10:31 AM	5:46 PM
Arrive at Copper Queen Plaza	10:56 AM	6:11 PM
Arrive at Cochise College - Douglas	11:20 AM	6:35 PM
Arrive at Douglas Transfer Center	11:31 AM	6:46 PM
*Each stop allows for two minutes for drop-off and pick-up of passengers.		

Exhibit 7 presents the proposed Scenario 2 Saturday service schedule. Service would include two round trips between 7:45 am and 6:00 pm. No service to Cochise College campuses would be offered on Saturday.

Trip 1 arrives in Benson ahead of the departure of Amtrak’s 10:15 am eastbound service, but does not connect with Greyhound’s 7:50 am westbound departure. Trip 2 departs Benson after the arrival of Greyhound’s 3:15 pm eastbound service. Both trips are timed to support travel from Douglas to Benson in both the morning and afternoon.

Exhibit 7 Scenario 2 service schedule – Saturday

Intercity service connection point	Trip 1	Trip 2
	Northbound	
Depart Douglas Transfer Center	7:45 AM	1:00 PM
Arrive at Copper Queen Plaza	8:18 AM	1:33 PM
Arrive at Palominas-Hereford Rural health clinic	8:43 AM	1:58 PM
Arrive at Hereford	8:51 AM	2:06 PM
Arrive at The Mall at Sierra Vista	9:10 AM	2:25 PM
Depart The Mall at Sierra Vista	9:15 AM	2:30 PM
Arrive at Canyon Vista medical center	9:21 AM	2:36 PM
Arrive at Amtrak Station - Benson	10:09 AM	3:24 PM
		Southbound
Depart Amtrak station - Benson	10:11 AM	3:26 PM
Arrive at Canyon Vista medical center	11:01 AM	4:16 PM
Arrive at The Mall at Sierra Vista	11:07 AM	4:22 PM
Depart The Mall at Sierra Vista	11:22 AM	4:37 PM
Arrive at Hereford	11:41 AM	4:56 PM
Arrive at Palominas-Hereford Rural health clinic	11:49 AM	5:04 PM
Arrive at Copper Queen Plaza	12:14 PM	5:29 PM
Arrive at Douglas Transfer Center	12:47 PM	6:02 PM
*Each stop allows for two minutes for drop-off and pick-up of passengers.		

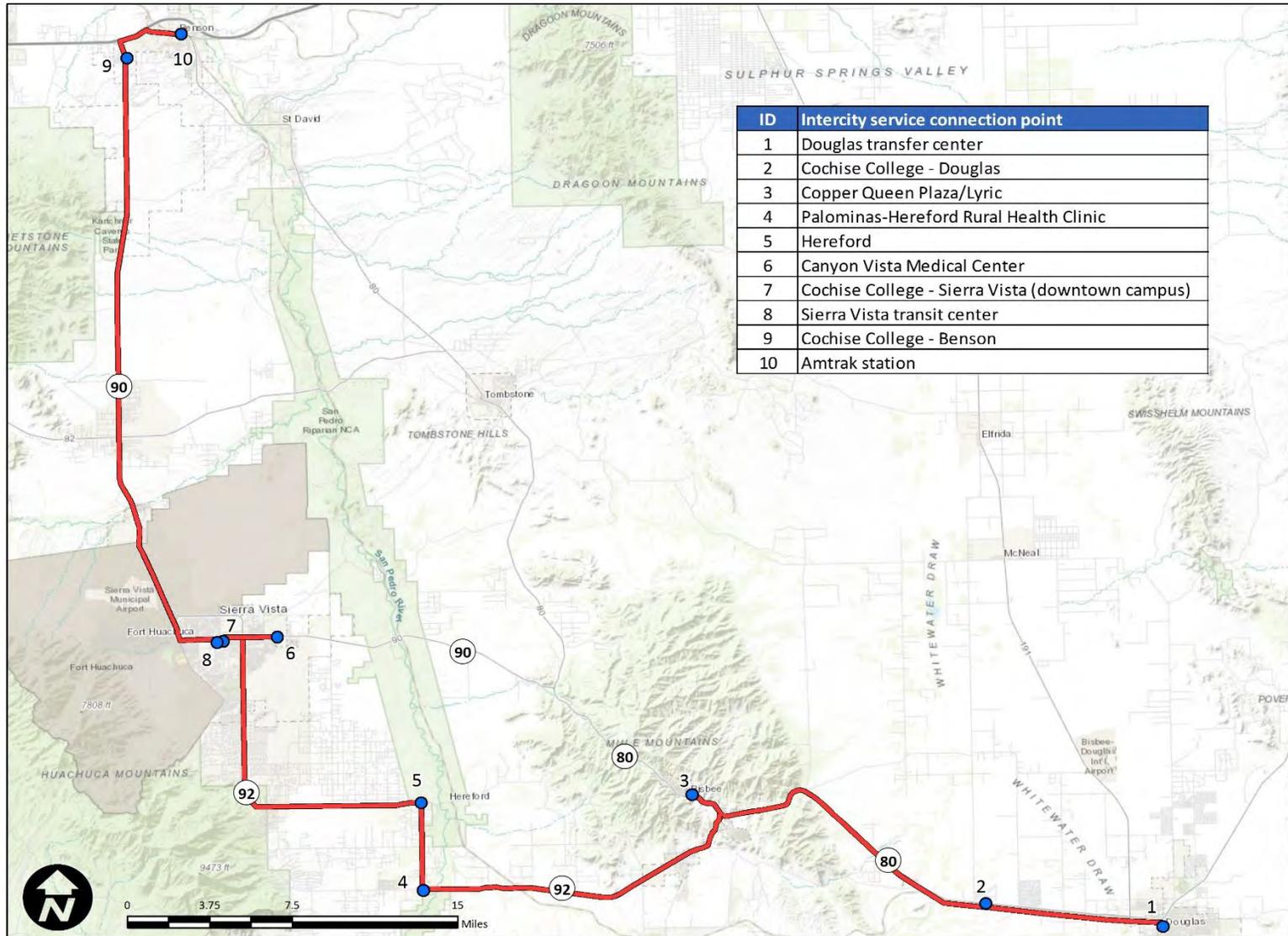
Exhibit 8 Scenario 2 service operating cost

Operator	VSH per week	Mileage per round trip	Roundtrips per week	Unit cost	Weekly cost	Annual cost
Douglas Rides	65	198	12	\$45/VSH	\$2,925	\$152,100

Scenario 3

Similar to Scenarios 1 and 2, we recommend contracting with the City of Douglas to operate the twice daily (Monday to Saturday) round trips linking the Douglas transfer center, Copper Queen Plaza/Lyric in Bisbee, Palominas-Hereford Rural Health Clinic, Hereford, Canyon Vista medical center, Sierra Vista transit center, and Amtrak station in Benson. (The Greyhound bus station is located immediately east of the Amtrak station, within walking distance.) Stops at Cochise College campuses in Douglas, Sierra Vista (downtown campus), and Benson would also be provided. Exhibit 9 presents Scenario 3 service with connection points.

Exhibit 9 Intercity service – Scenario 3



Reduced service on Saturday (two round trips) would link the Douglas transfer center, downtown Bisbee (Copper Queen Plaza/Lyric), Palominas-Hereford Rural health clinic, Hereford, Canyon Vista medical center, Sierra Vista transit center, and Amtrak station in Benson.

Key features of Scenario 3:

- Serves Cochise College's downtown Sierra Vista campus (which features programs relocated from the Douglas campus).
- Serves Hereford and Palominas via State Route 92.
- Offers connections to Vista Transit at the Sierra Vista Transit Center.
- Directly serves the Canyon Vista Medical Center.
- Does not directly serve the Sierra Vista Mall (connections available via Vista Transit).
- Due to the increase in trip duration (nearly one additional hour per each round trip over Scenario 1), only two round trips can be provided each weekday.
- Annual operating cost is lower than Scenario 1 due to the elimination of the third trip, but provides less service.

Exhibit 10 presents the proposed Scenario 3 Douglas to Benson weekday service schedule. Service would include two round trips daily between 5:45 am and 6:30 pm. Service would traverse State Route 92 between Bisbee and Sierra Vista. Trip 1 is timed to arrive at the downtown campus of Cochise College – Sierra Vista prior to the start of 8:00 am classes. The schedule includes driver change-out prior to Trip 2 departure at the Douglas transfer center.

The schedule is designed for one driver to cover Trip 1, and one driver to cover Trip 2; with a scheduled 30-minute break for each driver at the Sierra Vista transit center.

Exhibit 10 Scenario 3 service schedule – weekday

Intercity service connection point	Trip 1	Trip 2
	Northbound	
Depart Douglas Transfer Center	5:45 AM	12:45 PM
Arrive at Cochise College - Douglas	5:56 AM	12:56 PM
Arrive at Copper Queen Plaza	6:20 AM	1:20 PM
Arrive at Palominas-Hereford Rural health clinic	6:45 AM	1:45 PM
Arrive at Hereford	6:53 AM	1:53 PM
Arrive at Canyon Vista medical center	7:18 AM	2:18 PM
Arrive at Cochise College - Sierra Vista (downtown campus)	7:24 AM	2:24 PM
Arrive at Sierra Vista transit center	7:27 AM	2:27 PM
Depart Sierra Vista transit center	7:32 AM	2:32 PM
Arrive at Cochise College - Benson	8:14 AM	3:14 PM
Arrive at Amtrak Station - Benson	8:19 AM	3:19 PM
		Southbound
Depart Amtrak station - Benson	8:21 AM	3:21 PM
Arrive at Cochise College - Benson	8:28 AM	3:28 PM
Arrive at Sierra Vista transit center	9:10 AM	4:10 PM
Depart Sierra Vista transit center	9:40 AM	4:40 PM
Arrive at Cochise College - Sierra Vista (Main campus)	9:43 AM	4:43 PM
Arrive at Canyon Vista medical center	9:49 AM	4:49 PM
Arrive at Hereford	10:14 AM	5:14 PM
Arrive at Palominas-Hereford Rural health clinic	10:22 AM	5:22 PM
Arrive at Copper Queen Plaza	10:47 AM	5:47 PM
Arrive at Cochise College - Douglas	11:11 AM	6:11 PM
Arrive at Douglas Transfer Center	11:22 AM	6:22 PM
*Each stop allows for two minutes for drop-off and pick-up of passengers.		

Exhibit 11 presents the proposed Scenario 3 Saturday service schedule. Service would include two round trips between 7:45 am and 6:00 pm. Service to Cochise College campuses is not provided on Saturday.

Trip 1 arrives in Benson prior to the departure of Amtrak’s 10:15 am eastbound service (but would not connect with Greyhound’s 7:50 am westbound departure). Trip 2 departs Benson following the arrival of Greyhound’s 3:15 pm eastbound service.

Exhibit 11 Scenario 3 service schedule – Saturday

Intercity service connection point	Trip 1	Trip 2
	Northbound	
Depart Douglas Transfer Center	7:45 AM	1:00 PM
Arrive at Copper Queen Plaza	8:10 AM	1:25 PM
Arrive at Palominas-Hereford Rural health clinic	8:35 AM	1:50 PM
Arrive at Hereford	8:43 AM	1:58 PM
Arrive at Canyon Vista medical center	9:08 AM	2:23 PM
Arrive at Sierra Vista transit center	9:10 AM	2:25 PM
Depart Sierra Vista transit center	9:15 AM	2:30 PM
Arrive at Amtrak Station - Benson	10:00 AM	3:15 PM
		Southbound
Depart Amtrak station - Benson	10:02 PM	3:20 PM
Arrive at Sierra Vista transit center	10:49 PM	4:07 PM
Depart Sierra Vista transit center	11:19 PM	4:37 PM
Arrive at Canyon Vista medical center	11:21 PM	4:39 PM
Arrive at Hereford	11:46 PM	5:04 PM
Arrive at Palominas-Hereford Rural health clinic	11:54 PM	5:12 PM
Arrive at Copper Queen Plaza	12:19 AM	5:37 PM
Arrive at Douglas Transfer Center	12:44 AM	6:02 PM
*Each stop allows for two minutes for drop-off and pick-up of passengers.		

Exhibit 12 Scenario 3 service operating cost

Operator	VSH per week	Mileage per round trip	Roundtrips per week	Unit cost	Weekly cost	Annual cost
City of Douglas	65	196	12	\$45/VSH	\$2,925	\$152,100

Proposed fare

Exhibit 13 presents the proposed fare structure. The base fare for the Douglas to Sierra Vista service would be \$4.00, with other route segments priced proportionally. The base fare for the Sierra Vista to Benson route would be \$3.50. The one-way Douglas to Benson fare would be \$7.50.

Exhibit 13 Intercity service fare structure

Route Segment	Proposed Fare
Douglas – Sierra Vista	\$4.00
Douglas – Bisbee	\$3.00
Bisbee – Sierra Vista	\$3.00
Sierra Vista - Benson	\$3.50

Farebox recovery reflects the share of the operating cost covered through rider fares. Forecast farebox recovery for route segments is presented in Exhibit 14.

Exhibit 14 Intercity service farebox recovery

Trip segment	Proposed fare per passenger	Total revenue per trip	Farebox recovery
Douglas to Bisbee	\$3.00	\$30	133.3%
Douglas to Sierra Vista	\$4.00	\$40	88.9%
Sierra Vista to Benson	\$3.50	\$35	77.8%

Assumes at least a 50 percent load factor per trip.

Ridership demand

This section presents 90-day ridership targets for the proposed intercity bus service. Estimates are based on data obtained from 747 Cochise County residents as part of the community survey. Additional input received during community workshops, stakeholder meetings, and via the project webpage influenced the ridership estimates included herein.

Exhibit 15 presents ridership estimates for service between Douglas and Sierra Vista. Exhibit 16 provides estimates between Sierra Vista and Benson. Exhibit 17 presents estimated annual ridership and fare revenue.

Exhibit 15 Ridership estimates – Douglas to Sierra Vista

	Frequency	Multiplier	Boardings/week	Factor	Adjusted
5 days or more/week	48	9	432	0.5	216
3-4 days/week	88	6	528	0.5	264
1-2 days/week	118	2	236	0.75	177
A few times/month	152	0.75	114	1	114
Once a month	56	0.25	14	1	14
A few times/year	70	0	0	1	0
Total boardings/week:					785
One-way trips/week:					34
Boardings/trip:					23

Exhibit 16 Ridership estimates –Sierra Vista to Benson

	Frequency	Multiplier	Boardings/week	Factor	Adjusted
5 days or more/week	31	9	279	0.5	139.5
3-4 days/week	44	6	264	0.5	132
1-2 days/week	66	2	132	0.75	99
A few times/month	102	0.75	76.5	1	76.5
Once a month	58	0.25	14.5	1	14.5
A few times/year	133	0	0	1	0
Total boardings/week:					461.5
One-way trips/week:					34
Boardings/trip:					14

Exhibit 17 Combined service totals

Combined service totals	
Total boardings/week	1,246.5
Annual boardings	64,818
Fare revenue (avg \$3)	\$194,454

- Projected ridership:** Six response options specific to potential transit usage were included in the community survey. Respondents were asked to indicate how frequently they expected to use the proposed service. (Those who did not anticipate using the service were instructed to skip this question.)
- Frequency:** This figure reflects the number of respondents indicating each response option.
- Anticipated boardings per respondent per week:** An anticipated average number of boardings per week was assigned to each response option. This assumed that in most cases each “use” of the service resulted in a round trip, or two boardings. Resulting ridership was estimated conservatively. For example, for respondents indicating they would use the service five or more days per week, the anticipated boardings per respondent per week was nine.
- Total anticipated boardings per week:** Frequency was multiplied by anticipated boardings per respondent per week in order to calculate the total anticipated number of boardings per week.
- Adjustment factor:** This factor was employed to ensure estimates remained conservative. It allows for overstatements regarding level of usage. An adjustment factor of 0.5 was applied to those who said they would ride five or more days per week, for example, while a factor of 1.0 (no adjustment) was applied to those who said they would ride once a month.
- Total anticipated boardings per week (adjusted):** Multiplying the total anticipated boardings per week by the adjustment factor provides an adjusted level of boardings per week.



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memo

to: Chris Vertrees, SEAGO	from: Jim Moore
re: SEAGO: Cochise County Intercity Route Feasibility Study – Phase 2: Finalized Service Plan	date: April 19, 2017

The purpose of this memo is to present the finalized service plan with an approach to delivering intercity service between the three communities of Bisbee, Douglas, and Sierra Vista. The service plan also provides proposed fare structure between each of the three communities.

Service Plan Parameters

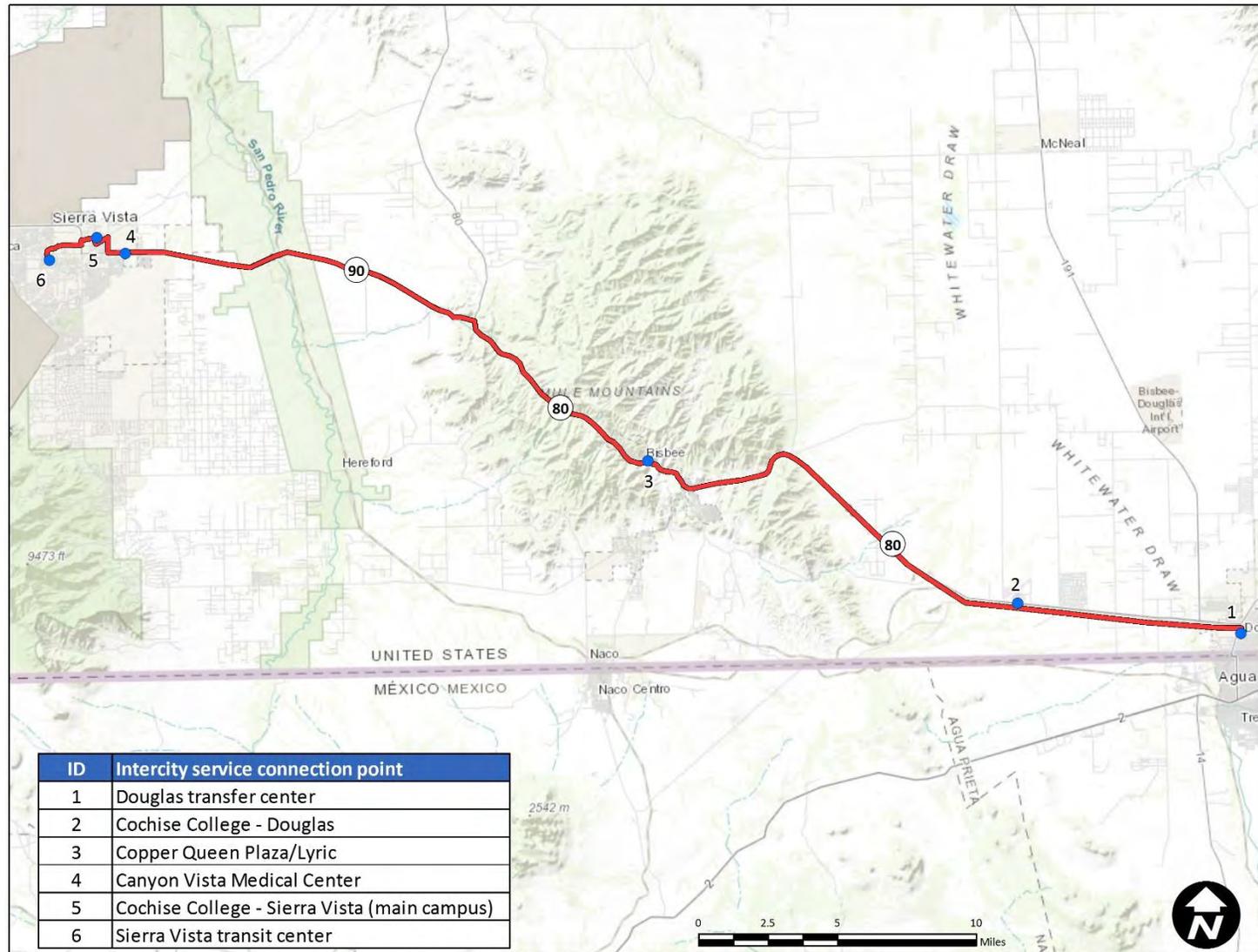
A set of parameters was developed to guide the development of this service plan. The parameters are intended to fit within anticipated funding, as well as projected ridership and applicable labor regulations. The list of parameters is presented in hierarchical order:

- No more than two drivers each service day;
- One available transit vehicle;
- Operating cost not to exceed \$200,000/year (exclusive of farebox revenue);
- Provide intercity service linking Bisbee, Douglas, and Sierra Vista;
- Serve Cochise College campuses at appropriate times;
- Provide service no less than six days per week;
- Provide residents of Douglas access to Sierra Vista for employment, healthcare, and educational needs;
- Provide residents of Bisbee and Douglas with access to Canyon Vista Medical Center; and
- Provide connections with community-based transit programs (Bisbee Bus, Douglas Rides, Vista Transit);

Key Features

In finalizing the service plan we propose contracting with the City of Douglas to operate three daily (weekday only) round trips linking the Douglas transfer center, Copper Queen Plaza/Lyric in Bisbee, Canyon Vista Medical Center, and the Sierra Vista transit center. Stops at Cochise College campuses in Douglas and Sierra Vista (main campus), will also be provided. Exhibit 1 presents the final route alignment with connection points.

Exhibit 1 Intercity service



Reduced service on Saturday (two round trips) would link the Douglas transfer center, downtown Bisbee (Copper Queen Plaza/Lyric), Canyon Vista Medical Center, and Sierra Vista transit center.

Key features:

- Three round trips provided each weekday.
- Round trip circuit in less than three hours.
- Serves Cochise College’s main Sierra Vista campus.
- Offers connections with Vista Transit at the Sierra Vista Transit Center.
- Service to Canyon Vista Medical Center.

Exhibit 2 presents the proposed weekday service schedule; three round trips daily between 6:30 am and 6:22 pm. Each round trip would begin at the Douglas transfer center, travel west along State Route 80 to Cochise College – Benson campus before stopping at the Copper Queen Plaza in downtown Bisbee. The bus would then continue along State Route 80 as it transitions to State Route 90, stopping at Canyon Vista Hospital. Once the bus departs the Canyon Vista Hospital it will travel along Giulio Cesare Avenue, East Charleston Road, and Colombo Avenue before stopping at the main campus of Cochise College - Sierra Vista.

Departing the college, the bus would travel west along Campus Drive and Martin Luther King Jr. Parkway to access the Sierra Vista transit center. Trip 1 is timed to arrive at the main campus of Cochise College – Sierra Vista prior to the start of 8:00 am classes.

The schedule is designed for two drivers to cover the three trips. Driver 1 would operate Trip 1 between 6:30 am and 9:22 am. Driver 2 would operate Trips 2 and 3 between 11:30 am and 6:22 pm with a one-hour meal break in Douglas.

Exhibit 2 Intercity service schedule – weekday

Intercity service connection point	Trip 1	Trip 2	Trip 3
	Northbound		
Depart Douglas transfer center	6:30 AM	11:30 AM	3:30 PM
Arrive at Cochise College - Douglas	6:41 AM	11:41 AM	3:41 PM
Arrive at Copper Queen Plaza/Lyric - Bisbee	7:05 AM	12:05 PM	4:05 PM
Canyon Vista Medical Center	7:36 AM	12:36 PM	4:36 PM
Arrive at Cochise College - Sierra Vista (main campus)	7:43 AM	12:43 PM	4:43 PM
Arrive at Sierra Vista transit center	7:48 AM	12:48 PM	4:48 PM
	Southbound		
Depart Sierra Vista transit center	8:03 AM	1:03 PM	5:03 PM
Arrive at Cochise College - Sierra Vista (main campus)	8:06 AM	1:06 PM	5:06 PM
Canyon Vista Hospital	8:11 AM	1:11 PM	5:11 PM
Arrive at Copper Queen Plaza/Lyric - Bisbee	8:45 AM	1:45 PM	5:45 PM
Arrive at Cochise College - Douglas	9:09 AM	2:09 PM	6:09 PM
Arrive at Douglas transfer center	9:22 AM	2:22 PM	6:22 PM

*Each stop allows for a minimum of two minutes for drop-off and pick-up of passengers.

Exhibit 3 presents the proposed Saturday service schedule. The finalized service plan includes a split shift of two round trips, with Trip 1 operating between 8:30 am and 11:16 am; and Trip 2 operating between 2:30 pm and 5:16 pm. Cochise College service would be limited to weekdays only.

Exhibit 3 Intercity service schedule – Saturday

Intercity service connection point	Trip 1	Trip 2
	Northbound	
Depart Douglas transfer center	8:30 AM	2:30 PM
Arrive at Copper Queen Plaza/Lyric - Bisbee	9:03 AM	3:03 PM
Canyon Vista Hospital	9:34 AM	3:34 PM
Arrive at Sierra Vista transit center	9:43 AM	3:43 PM
Southbound		
Depart Sierra Vista transit center	10:03 AM	4:03 PM
Canyon Vista Hospital	10:07 AM	4:07 PM
Arrive at Copper Queen Plaza/Lyric - Bisbee	10:41 AM	4:41 PM
Arrive at Douglas transfer center	11:16 AM	5:16 PM
*Each stop allows for a minimum of two minutes for drop-off and pick-up of passengers.		

As discussed above, Moore & Associates recommends SEAGO contract with the City of Douglas to operate the intercity service. Douglas’ transit fleet includes 16-passenger ADA-accessible vehicles to be utilized for the intercity service. Costs are calculated based on a per-hour rate.

Exhibit 4 Intercity service operating cost

Operator	VSH per week	Mileage per round trip	Roundtrips per week	Unit cost	Weekly cost	Annual cost
Douglas Rides	51	101	17	\$45/VSH	\$2,273	\$118,170

Proposed fare

Exhibit 5 presents the proposed fare structure. The recommended base fare for the Douglas to Sierra Vista service is four dollars, with the remaining route segments priced proportionally.

Exhibit 5 Intercity service fare structure

Route Segment	Proposed Fare
Douglas – Sierra Vista	\$4.00
Douglas – Bisbee	\$3.00
Bisbee – Sierra Vista	\$3.00



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memo

to: Chris Vertrees, Transportation Planner

from: Jim Moore

re: Cochise Connection Marketing Plan

date: June 2, 2017

INTRODUCTION: FIVE CRITICAL QUESTIONS: Any marketing decision looks at five essential questions to define the proper marketing mix:

- 1) Who is the audience to be influenced and what are their needs? This is the basic analysis.
- 2) What tactics should be used to communicate how the product or service meets those needs?
- 3) When should they be used to achieve the most effect?
- 4) How much of that tactic is needed?
- 5) And, finally, how much will it cost (or, how much of it can the enterprise afford?)

This marketing plan walks through these questions in series.

First, in Section One of this plan we will address the “Why” and “Who” question. Who are we targeting? What do they need or want to “hear” from us? Why will marketing influence them to ride the bus?

Second, in Section Two we look at the “what” with a discussion of the tactics that we have considered for this plan, with specific recommendations for “how” those tactics should be used. We close each tactical review with a brief mention of how and when those tactics are used.

Ultimately, the goal is to achieve the greatest possible reach (number of people getting information about the service) and the greatest possible “frequency” (the number of times they get an impression). This plan is built to make as many impressions as many times possible on as many people possible as cost effectively as possible.

The nuts and bolts of the plan, are in three appendices. They are designed to be used side-by-side with the tactical descriptions, so the reader has a complete picture of the effects, timing, options and costs involved in implementation. Question three of this process is addressed in Appendix 1 the Synchronization Matrix. This timeline details “when” events occur, with a look at preparation. This matrix also functions as a project planning tool.

Overall, we have structured the plan into five phases over the next 12 months. These phases are structured to ensure we have all the appropriate tools on hand, start by gaining mind share with the most influential members of the community, then leverage that exposure in a brief roll-out culminates with a launch event before transitioning to preserving mind share with audiences. These phases are:

- **Foundation.** Covers things that will be required throughout the launch and life of the service. For example, creating a website. This is largely a preparatory phase.
- **Introduction.** This is the initial introduction to the community. Aimed primarily at influencers, opinion shapers, and “buzz builders” in the community.
- **Roll-out.** Consists of deliberate and persistent coordinated messaging across multiple distribution channels and platforms to build awareness about the start of the service.
- **Launch.** This is the 24-72 hours around the actual commencement of service.
- **Sustainment & Maintenance.** Covers the period immediately following launch in which we seek to sustain the momentum created in the earlier phases. It is the on-going marketing of the service.

Each phase consists of synchronized tactics that are designed to be mutually supporting. The exact timing of each tactic is presented on Appendix 1, the Synchronization Matrix.

But, implementing tactics is not a turn-key matter. There are a number of resource allocation decisions that need to be made in terms of money, staff time and consulting time (including M&A’s time). To help frame your consideration of the plan presented visually in Appendix 1, Appendix 2 is a Resource Prioritization Matrix. It shows the elements across the five phases, and grouped as follows:

- **Basic:** These are tactics, techniques, or items deemed essential to the success of the launch and/or service’s overall operation. Examples include a service brochure and fare media. This also includes very low-cost tools, such as earned media.
- **Multiplied:** These are things that will multiply the effects of the Basic list. For example, we recommend web-based advertising as a Basic technique to reach the college student psychographic. However, the impact of that effort can be greatly multiplied with social media. Multipliers will increase the reach (number of audience members who become aware of the Cochise Connection) as well as the frequency of their exposure.
- **Reinforcing:** These are things that are unlikely to substantially increase the reach (i.e. new, unique audience members) of the other messaging efforts. But, they will increase the frequency with which the audience members interact with the brand. Repeated exposure to a brand increases the likelihood a consumer will act to use that brand. The more exposures a person has, the more likely it is that they will click on an ad or search for its website. And, the more “impressions” a person has of the brand the more likely they are to patronize the service.

These tiers essentially amount to a “Good, Better, Best” frame work, with a specific structure of resulting effects tied to each tier. In a handful of places, Moore & Associates has added additional support from our staff on tiers to assist SEAGO in implementing specific tactics.

Finally, Appendix 3 is the budget. We present a series of separate budgets for each phase, with the additional costs of each tier of the Resource Prioritization Matrix separated.

Using the three appendices side-by-side presents a comprehensive picture of what will happen when, what the options are for re-allocating resources, and a full understanding of the associated costs.

BACKGROUND SEAGO faces a challenging task to roll-out and launch its Cochise Connection bus service in a short amount of time on a restricted budget. As with any service launch, there should be a robust mix of marketing and branding efforts across many channels. This is complicated in this case by the diversity and geographic dispersion of target audiences.

All marketing efforts should be seen as mutually supporting. Ads build brand and product awareness, and drive people to a website. Websites build awareness and inform purchase decisions. Word of mouth builds trust in the brand and a feeling of familiarity. Branding (e.g. leave behinds and promotional products) builds recall. The consumer can enter this cycle at any point and is continuously having his/her purchase decision shaped.

Our proposal “Cochise County Intercity Route Implementation Assistance” of March 10, 2017 included Task 5 (Prepare 12-month intercity service marketing plan); Task 10 (Coordinate intercity kick-off dedication event); Task 6 (Design intercity service marketing/promotional materials) and Task 11 (Prepare a presentation in a box). Given the mutually supporting nature of marketing activities, plans for implementation of these tasks are rolled into this memo.

Some of the tasks that normally would be included in a marketing budget are broken out separately in those tasks.

A separate but critical piece of the marketing mix is the development of an effective website, which we agreed to support in Task 4 of our proposal. The initial phases of this task have been completed and delivered. Moore & Associates has begun making edits and alterations as requested. While very fundamental to marketing, because the website is in an advanced state of preparation, little of this plan addresses it.

Several other tasks that have aspects related to the branding and marketing communications of the service (such as service brochures and bus stop signage) are not included in this plan, but are referenced throughout and included in the Synch Matrix. This is both for our overall project management needs and because much of the marketing plan is built around (and incorporates) those activities. For, instance, one proposed media task includes leveraging the bus stop sign installation to gain media coverage of the “increasing excitement in the community” of the service launch.

Finally, the following definitions will help ensure that we are all on the same page for this effort:

Impressions: An impression is a single individual’s interaction with the brand. Impressions vary as widely as be reading a social media post, looking at a logo on a stress ball or glancing at an ad in a newspaper. Ideally, a marketer wants to make as many impressions on as many people as possible. Research on the number of impressions needed to influence a purchase decision vary, but seven is a good middle figure for planning purposes.

Reach: Reach is extending impressions to new individuals. Caution must be exercised not to extend reach to audiences that will have no use for the service (for example, people in Tucson).

Frequency: Frequency refers to the number of times an individual will receive an impression. The more an individual interacts with a brand, the more familiar and trustworthy they will feel about the brand. Marketers with limited budgets (pretty much all marketers) must balance reach with frequency.

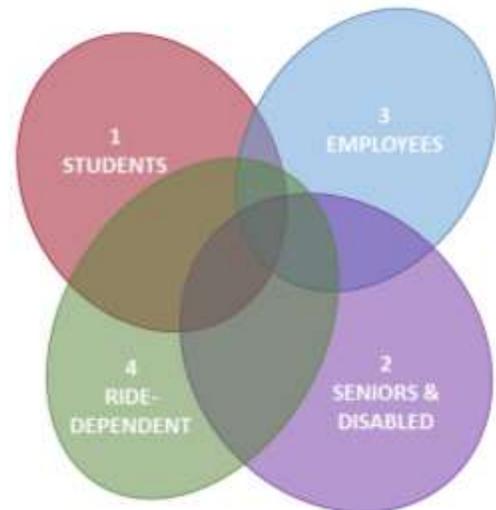
PART 1: AUDIENCE SEGMENTATION: We assess that there are four primary audiences for the service, each very different from the other in terms of at least one major characteristic: age, income, or access to alternative transportation. These include:

- 1) Students commuting to Cochise College campuses. This segment is driven by both economic need and convenience, but requires a distinct set of messages and has unique channels for accessing information.
- 2) Senior citizens & the disabled commuting locally, primarily for healthcare and shopping. This segment will generally have its commuting choices shaped by a need to rely on others for assistance. There is divergence within this sector in income, age, and methods of accessing information, but it should be treated as one segment because they have similar decision trees.
- 3) Employees commuting to work (primarily from Douglas to Sierra Vista). This segment has broad demographic and psychographic diversity. However, its members generally have the common motivation of convenience for transit. They should be approached with the assumption that they have alternative means of getting to work (i.e. personally owned vehicles) and are “choice riders.” Their use of transit is purely for ease and convenience, not economics or necessity.
- 4) Transit dependent residents. By contrast, this market segment would very much prefer to have an option other than transit, but their economic circumstances prohibit it. When other means of transit arrive (borrowing someone else’s car, catching a ride with someone else), they will often jump at the chance. Thus, informing this segment about the economic advantages of transit will be important, while giving them a sense that transit gives them freedom “like” their own transportation will keep them riding.

While there may be some overlap between segments, the bulk of each segment will stand alone. We estimate that this overlap can be graphically represented as such.

This creates an interesting marketing communications challenge. The first two groups are highly refined demographics and easily targetable through a handful of efficient, well defined marketing distribution channels.

The third is as diverse as the bulk of the general population of the region (but is only a narrow slice of that population). Finally, the fourth group will generally have limited access to certain media, but does have regular contact with certain predictable entities.



Therefore, we believe the Cochise Connection will need to make broad penetration across a variety of platforms in order to effectively influence all of these psychographic groups.

CROSS-SECTIONAL SEGMENTATING: It is worth noting a few relevant metrics to gauge the size of the target audiences. In 2016, the US Census Bureau estimated the population of Cochise County at 125,770. The following data will be useful in shaping the roll-out effort.

SEGMENTATION MESSAGING: The segmentation of the audience into four distinct groups greatly shapes the messaging of the marketing plan. Because there is significant crossover between the specific psychographics of the segments but also audiences that are completely separate within those segments, it is important the messaging appeals to the whole audience without dissuading any one segment.

For example, a campaign based entirely on the economic savings of the service will appeal to the Transit Dependent segment. But it may create negative impressions for Employees and Seniors whose primary motivation would be convenience, and don't want to be perceived as transit dependent by their peers.

TOTAL ESTIMATED 2016 POPULATION		125,770.00
AGE SEGMENTS		
Persons under 5 years	6.40%	8,049.28
Between 5 and 18	15.80%	19,871.66
Persons under 18 years	22.20%	27,920.94
Between 18 and 65	57.10%	71,814.67
Persons 65 years and over	20.70%	26,034.39
PSYCHOGRAPHIC SEGMENTS		
With a disability, under age 65 years, percent	11.10%	13,960.47
Language other than English spoken at home, percent of persons age 5	28.50%	35,844.45
Persons in poverty, percent	16.90%	21,255.13
MISCELLANEOUS		
Housing units, July 1, 2015, (V2015)		60,620
Average residential density		2.07

Moore & Associates recommends messaging based almost entirely on convenience and connection. If an economic argument is to be made, we recommend framing it in terms middle-and-upper-income residents will appreciate: the price of gasoline. An example message from this set might include: *“160 miles round-trip for \$14. That’s cheaper than 6 gallons of gas, and it comes without the hassle of driving.”*

All messages should be checked against a “features and benefits” standard, with an emphasis on benefits. If the message doesn’t tell an audience member what Cochise Connection does or why it will make their life better, it is probably a wasted message that will only confuse or annoy the target audience.

SECTION II: METHODS & TACTICS: The following are the methods and tactics that could be utilized in the campaign:

Earned Media: This is media coverage generated by news organizations (newspapers, broadcast news programs, etc.), as a result of a deliberate effort to convince those outlets (or “earn”) that the story is worthy of coverage. This is usually the least expensive but hardest to control method of message distribution. Earned media typically includes “events” that are designed to give reporters something to talk about regarding the product or service being marketed.

We recommend a program of between six and nine press releases and two media events. Those press releases are envisioned to carry the following basic messages:

- 1) Formally announcing the intent to launch the service
- 2) Unveiling the service’s name and web site
- 3) Unveiling the final route
- 4) Unveiling the buses (this will also be event #1)
- 5) Service launch event announcement (this will be event #2)
- 6) First week of service is a success
- 7) First month of service is a success
- 8) (optional) (Prior to the launch) Bus Stop Signs Go Up (anticipation builder)
- 9) (optional) (Week before launch) Anticipation Builds For County-Wide Transit Service

Paid Media: This is exposure and message distribution that is secured by cash payment to a news outlet. Typically, this is advertising in print, broadcast, or digital format. It is typically very expensive for print or broadcast. Digital is more efficient and cost effective. Digital also offers the advantage of being trackable, so we will know what effects they deliver during the campaign. This will allow SEAGO to make future decisions with a better sense of “what works.” Additionally, because digital ads are purchased on a “cost-per-thousand” impressions pricing system, we are better able to manage costs and effects directly. If we buy 10,000 ads, we know they will be seen by 10,000 visitors. There’s no chance of a “reader” tossing our section in the garbage. However, newspaper ads generally carry more political heft and are more influential on thought leaders.

We recommend a program consisting of:

- 1) 220,000 impressions through advertising on local websites in the roll-out phase.
- 2) (Optional) Five quarter-page newspaper ads
- 3) (Optional) Or even larger ads immediately around the launch

Display Media: Display media is advertising that stands alone, such as on a billboard, bus shelter, campaign poster, or similar.

We recommend a display advertising campaign during the roll-out phase:

- 1) Placing posters in transit centers and government facilities during the roll-out phase.
- 2) Placing “car cards” inside the buses of connecting transit agencies.
- 3) Using the bus itself as a billboard around the region.
- 4) (Option) renting 1-3 bill boards on the highways between communities. M&A has identified two billboard locations in the region that are available and along the line of travel of the Cochise Connection route. One location (On State Highway 90) makes impressions on about 52,000 adults per day. The second, on SH 80 between Bisbee and Douglas, makes 15,000 impressions per day. All impressions are on people directly on the route of travel of the Cochise Connection target passengers. That is a uniquely effective

opportunity to use a prominent message platform in a highly effective manner. Theoretically, anyone travelling near the billboard for anything other than commercial purposes or tourism is a potential transit user.



Sample poster or billboard for a Display Media campaign.

Moreover, billboards are a universal medium. They penetrate every demographic and psychographic, and they bridge every reading and social media gap. And, unlike newspaper ads, they can't be thrown in the garbage before reading. It is an extremely persistent platform that will ensure repeated impressions on the target audience.

Social Media: Social media has provided an overwhelming change for marketing professionals because it allows extremely precise targeting of audience members and guaranteed exposure. In addition, a highly accurate understanding of how consumers react to messages can be developed with click-through rates and other metrics. More importantly, social media enables interaction and engagement with individual audience members, drawing them one step closer to “buy-in” with the brand. For our purposes in this plan, social media has three sub-categories.

- “Curated content” is content created by the marketer to tell the brand’s story and insert the brand into ongoing conversations. Distribution of curated content is free.
- The ultimate goal of curated content is “User-Generated Content.” That is, stories users of a product or service tell about their experience with it. Typically the marketer has little control over UGC, making it akin to “word-of-mouth” marketing.
- “Promoted Content” is buying access to social media platform user’s timelines. In this tactic, SEAGO will pay a platform (e.g. Facebook) to place advertisements or selected curated posts in the timelines of targeted audience members (e.g. males and females age 18-24 living in Douglas who have shown an interest in community college).

Moore & Associates has a seven-tactic Social Media Strategy Checklist that we use to develop engagement. These tactics (Question, Contests, Q&A, Tags, UGC, Links to Causes, and Leveraging Events) are designed to make the Cochise Connection part of the conversation ecosystem in Cochise County, especially among the college student (and their influencers) psychographic.

We recommend creating accounts for Twitter and Facebook. In total, these accounts will require about 3-6 hours per week of effort, depending on the methods used to generate content. This time is split two-thirds to content generation, one-third (just a few minutes per day) to monitoring traffic and replying to questions or addressing any issues. Our review of social media presences of the transit agencies in New York City, Los Angeles, El Paso and Tucson showed none had social

media or web content in any other languages. The Los Angeles Metropolitan Transit Authority offers PDF brochures in nine languages, but very little web content.

It is worth noting that we strongly recommend against a Google Ad Words or other paid search campaign. This service has no competition. A paid SEO campaign will waste resources.

Appendices 1 and 2, outlines a mix of curated and promoted content.

E-Mail: Opt-in emails (as opposed to unsolicited spam) provide a very effective channel for maintaining engagement with audience members who have expressed not only an interest in the service, but such a level of enthusiasm that they want the marketer to “keep me posted.” The key to email marketing success is that correspondence be frequent enough to keep the audience informed without being overwhelming, and have an aesthetically pleasing design.

In an optimal scenario, SEAGO will coordinate with its relevant member agencies to secure their own community email lists, and do the same with Cochise College. We anticipate that, in this era of spam and phishing email concerns, those entities may be reluctant to (or prohibited from) sharing this information. An email signup will be added to the service web site.

We recommend that from the start of the introduction through the end of the sustainment phase that a weekly email be part of this effort.

Direct Mail: Mail sent broadly via the US Postal service. It can be extremely effective as an awareness generating channel. However, we believe that the Partnership Marketing method (described below) will prove more effective by every measure. We generally recommend against the use of direct mail in this campaign because the partnership marketing opportunity (outlined below) accomplishes most of the goals of direct mail with very little expense.

Direct Engagement: This involves representatives of SEAGO placing themselves in locations where they can directly interface with potential customers. Examples include setting up a display table at a high traffic location that is selected for its refined audience (a transit center or the Cochise College Campus) or the volume of foot traffic that will ‘inevitably’ generate interactions with customers (the County Fair or a community July 4 Celebration). The Launch Event also falls under the heading of Direct Engagement.

We recommend starting direct engagement with info tables staffed with 2-3 representatives at the start of the roll-out phase. These should be deployed daily to a variety of locations that are both stops for the service or ultimate destinations for transit users.

Collateral/Promotional Items: These are products such as pens, note pads, stress balls, refrigerator magnets, etc. that are branded with the Cochise Connection logo and given away solely for the purpose of developing brand (and ultimately product) awareness. We prefer useful, persistent items that will linger in a home or office to make impressions for months or years to come. In addition, we recommend printing 5.5”x 8.5” info cards for mass distribution. These are larger than folded brochures and thus more noticeable. But, they are also less expensive. They go easily on a refrigerator (under the above-described magnet) or poke out of a stack of mail or other handouts and are thus persistent messaging vehicles. And they convey much more information than 4”x 6” cards, at similar cost, about \$0.05 per impression.

For a launch event and 12-month program of follow-up events, we would assume the below listed rough estimate for the most basic needs:

- 2,000 branded pens
- 2,000 pads of branded sticky notes
- 500 stress balls
- 15,000 8.5"x5.5" post cards
- 5,000 service brochures

For a larger effort, we recommend:

- 4,000 branded pens
- 4,000 pads of branded sticky notes
- 1000 stress balls
- 30,000 8.5"x5.5" post cards
- 5,000 service brochures
- 4,000 refrigerator magnets
- 1,000 frisbee-style fliers (great to make a good impression on kids and families)
- 6,000 tote bags

Partnership Marketing: SEAGO's composition of numerous member municipal governments, and existing relationships with related entities, creates a tremendous opportunity to spread the word about Cochise Connection. Moore & Associates has had great success broadly disseminating information to large populations by use of inserts in municipal water bills. This tactic consists of providing the local water department with pre-printed flyers that they insert in water bills that are mailed to every resident. This is similar to direct mail, but has four key differences. 1) Pretty much everyone opens their water bill. Unlike direct mail cards or flyers, water bills rarely go straight in the trash with minimal engagement. 2) Because they come from a municipal entity, they have more credibility. They are not immediately regarded as "marketing spin." 3) Because they are usually full-size sheets of paper, they can communicate more details, calls to action, and other influential messages. 4) All SEAGO should pay for is the design and printing of the inserts. Postage, which is usually 50-90% of direct mail costs, is covered by the mailer.

Similarly, some school districts have "take home folders" that all students get each week. These are a great channel to disseminate information to families, especially to parents of young children. Some districts that utilize this system will allow government agencies to supply inserts that teachers place in these folders. Notably, our research found that most local school districts will return from summer vacation at the tail end of our roll-out phase, immediately before the launch.

We recommend an effort consisting of:

- 1) Placement of a story in local municipal publications (e.g. "Vistas") and web sites.
- 2) Inserting "bill stuffers" into every bill stream we can access
- 3) Sending home flyers with every student in the County.

Influencer Education: This tactic creates opportunities for SEAGO staff to directly engage with key influencers in the community. This consists of a formal presentation using a prepared script and slide show to educate people who are active in the community about the Cochise Connection. Examples of this vary from being on the agenda of the regional city council meetings to organizing meetings of clergy to educate them to being scheduled on the program of the local Rotary Club to help their members spread the word about the Cochise Connection. It is important to note the

intent is not to get influencers to ride but rather to get them talking to people who will.

M&A has prepared a Presentation-In-A-Box to support this effort. Appendix 4 of this plan is a list of suggested venues for gaining access to influencers.

Customer Evaluation: The easiest way to find out how to make customers happy is to ask them what they want. Moore & Associates is very experienced in evaluating customer satisfaction levels on transit systems of all sizes around the country. This includes both on-board surveys of passengers and offline surveys of the community, through a variety of methods. We have proposed an evaluation at about the third month of the service's operation to gauge customer satisfaction. As a "better option" we propose conducting a community-wide survey to understand how non-users view the service and why they choose not to use it.

CONCLUSION: We believe that this plan presents the best methods and tactics to develop mindshare and generate ridership for the Cochise Connection within a variety of resource constraint scenarios. Upon SEAGO's review of this plan, we look forward to a discussion of your questions and ideas so that we can help you identify the most appropriate tier of activities to select.

APPENDIX 4: Recommended Venues for Influencer Education Speaking Tour

Management and staff of organizations serving low income residents:

- Meals On Wheels
- Food Banks
- “Unity Centers”
- Shelters
- Job Banks / Employment Centers

Fraternal Orgs

- Elks
- Moose
- Eagles
- Masons

Service Orgs

- Rotary
- Optimist/Soroptomist
- Kiwanis
- Lions

Veterans Orgs

- VFW
- American Legion
- AMVets

Clergy

- Clergy Council

Government

- City Councils
- School Boards
- County Supervisors
- Planning, Community Services, and Senior Services Commissions

Community Center

- Community/City Coordinating Council
- YMCA/YWCA

Seniors

- Senior Citizens’ Center
- Seniors’ Orgs/clubs
- Retirement Communities

Chambers of Commerce

- Employer Council
- Board of Directors



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memo

to: Chris Vertrees, SEAGO **from:** Jim Moore

re: Cochise Connection, Benson Options **date:** October 23, 2017

Integration of the Benson service into the existing schedule needs to be done in such a way so as to maintain the service delivery enjoyed by current riders while meeting the needs of Benson travelers and providing connections to the regional transportation network (Greyhound and Amtrak) in Benson. Three schedule options have been identified. Each option is measured against the following performance/design parameters.

- No more than 2 full-time equivalent (FTE) drivers;
- One available transit vehicle;
- Operating cost not to exceed \$200,000/year (exclusive of farebox revenue);
- Serve Cochise College campuses at appropriate times;
- Provide service no less than five days per week;
- Provide residents of Douglas access to Sierra Vista;
- Provide residents of Douglas access to Sierra Vista for employment, healthcare and educational needs;
- Provide intercity service linking Benson, Bisbee, Douglas, and Sierra Vista;
- Provide connection with local transit programs (Benson Area Transit, Bisbee Bus, Douglas Rides, Vista Transit); and
- Provide meaningful connection to the national transportation network (Benson).

An overview of each option is provided below.

Option 1

Option 1 provides two roundtrips per weekday between Douglas and Benson using a single vehicle and two part-time drivers. The schedule incorporates additional time between Huachuca City and Benson (northbound only) for the Border Patrol checkpoint. The AM trip would depart Douglas per the current schedule, but would begin its return nearly two hours later than the current schedule. The midday trip would depart Douglas about 10 minutes earlier than currently scheduled. There would be no PM trip. Given the travel time to/from Benson, the midday trip would return to Douglas approximately two hours 30 minutes earlier than the current schedule. This would likely facilitate travel from Douglas to Sierra Vista for school or personal business/healthcare, but not a full workday. The service day would be shortened by two hours and 22 minutes.

Intercity service connection point - weekday service	Northbound	
	Trip 1	Trip 2
1. Douglas Port of Entry	6:08 AM	11:13 AM
2. Douglas Visitor/Transit center	6:15 AM	11:20 AM
3. Cochise College - Douglas	6:26 AM	11:31 AM
4. Lowell - Bisbee	6:49 AM	11:54 AM
5. Canyon Vista Medical Center - Sierra Vista	7:22 AM	12:27 PM
6. Cochise College main campus - Sierra Vista	7:29 AM	12:34 PM
7. Sierra Vista Transit Center	7:34 AM	12:39 PM
8. Huachuca City Library	7:46 AM	12:51 PM
9. Cochise College - Benson	8:28 AM	1:23 PM
10. Benson Visitor's Center/Amtrak Station	8:33 AM	1:28 PM
	Southbound	
10. Benson Visitor's Center/Amtrak Station	8:48 AM	1:43 PM
9. Cochise College - Benson	8:53 AM	1:48 PM
8. Huachuca City Library	9:25 AM	2:20 PM
7. Sierra Vista transit center	9:37 AM	2:32 PM
6. Cochise College main campus - Sierra Vista	9:42 AM	2:37 PM
5. Canyon Vista Medical Center - Sierra Vista	9:47 AM	2:42 PM
4. Lowell - Bisbee	10:21 AM	3:16 PM
3. Cochise College - Douglas	10:44 AM	3:39 PM
2. Douglas Visitor/Transit center	10:55 AM	3:50 PM
1. Douglas Port of Entry	11:13 AM	4:10 PM
	Driver break	
	Shift change	

Option 2

Option 2 provides three roundtrips per weekday between Douglas and Sierra Vista and two roundtrips per weekday between Sierra Vista and Benson using a single vehicle. The schedule incorporates a 30-minute meal break for the full-time driver as well as additional time between Huachuca City and Benson (northbound only) for the Border Patrol checkpoint. The AM trip would depart Douglas per the current schedule, but would begin its return nearly two hours later than the current schedule. The midday trip would operate about 10 minutes later than its current schedule. The PM trip would depart Douglas approximately 30 minutes earlier than the current schedule and return to Douglas 77 minutes later than the current schedule. This extends the service day by 77 minutes.

Intercity service connection point - weekday service	Northbound		
	Trip 1	Trip 2	Trip 3
1. Douglas Port of Entry	6:08 AM	11:33 AM	2:54 PM
2. Douglas Visitor/Transit center	6:15 AM	11:40 AM	3:01 PM
3. Cochise College - Douglas	6:26 AM	11:51 AM	3:12 PM
4. Lowell - Bisbee	6:49 AM	12:14 PM	3:35 PM
5. Canyon Vista Medical Center - Sierra Vista	7:22 AM	12:47 PM	4:08 PM
6. Cochise College main campus - Sierra Vista	7:29 AM	12:54 PM	4:15 PM
7. Sierra Vista Transit Center	7:34 AM	12:59 PM	4:20 PM
8. Huachuca City Library	7:46 AM		4:32 PM
9. Cochise College - Benson	8:28 AM		5:14 PM
10. Benson Visitor's Center/Amtrak Station	8:33 AM		5:19 PM
	Southbound		
10. Benson Visitor's Center/Amtrak Station	8:48 AM		5:34 PM
9. Cochise College - Benson	8:53 AM		5:39 PM
8. Huachuca City Library	9:25 AM		6:11 PM
7. Sierra Vista transit center	9:37 AM	1:14 PM	6:23 PM
6. Cochise College main campus - Sierra Vista	9:42 AM	1:17 PM	6:28 PM
5. Canyon Vista Medical Center - Sierra Vista	9:47 AM	1:22 PM	6:33 PM
4. Lowell - Bisbee	10:21 AM	1:58 PM	7:07 PM
3. Cochise College - Douglas	10:44 AM	2:21 PM	7:30 PM
2. Douglas Visitor/Transit center	10:55 AM	2:34 PM	7:41 PM
1. Douglas Port of Entry	11:03 AM	2:54 PM	7:49 PM
	Driver break		
	Shift change		
	Driver lunch		

Option 3

Option 3 provides three roundtrips per weekday between Douglas and Sierra Vista and two roundtrips per weekday between Sierra Vista and Benson using a single vehicle. The schedule incorporates a 30-minute meal break for the full-time driver as well as additional time between Huachuca City and Benson (northbound only) for the Border Patrol checkpoint. The AM trip would depart Douglas 68 minutes earlier than the current schedule, and would begin its return approximately 40 minutes later than the current schedule. The midday trip would operate about 60 minutes earlier than its current schedule. The PM trip would depart Douglas approximately 90 minutes earlier than the current schedule and return to Douglas seven minutes later than the current schedule. This extends the service day by 77 minutes.

Intercity service connection point - weekday service	Northbound		
	Trip 1	Trip 2	Trip 3
1. Douglas Port of Entry	5:00 AM	10:25 AM	1:44 PM
2. Douglas Visitor/Transit center	5:07 AM	10:32 AM	1:51 PM
3. Cochise College - Douglas	5:18 AM	10:43 AM	2:02 PM
4. Lowell - Bisbee	5:41 AM	11:06 AM	2:25 PM
5. Canyon Vista Medical Center - Sierra Vista	6:14 AM	11:39 AM	2:58 PM
6. Cochise College main campus - Sierra Vista	6:21 AM	11:46 AM	3:05 PM
7. Sierra Vista Transit Center	6:26 AM	11:51 AM	3:10 PM
8. Huachuca City Library	6:38 AM		3:22 PM
9. Cochise College - Benson	7:20 AM		4:04 PM
10. Benson Visitor's Center/Amtrak Station	7:25 AM		4:09 PM
	Southbound		
10. Benson Visitor's Center/Amtrak Station	7:40 AM		4:24 PM
9. Cochise College - Benson	7:45 AM		4:29 PM
8. Huachuca City Library	8:17 AM		5:01 PM
7. Sierra Vista transit center	8:29 AM	12:06 PM	5:13 PM
6. Cochise College main campus - Sierra Vista	8:34 AM	12:11 PM	5:18 PM
5. Canyon Vista Medical Center - Sierra Vista	8:39 AM	12:16 PM	5:23 PM
4. Lowell - Bisbee	9:13 AM	12:50 PM	5:57 PM
3. Cochise College - Douglas	9:36 AM	1:13 PM	6:20 PM
2. Douglas Visitor/Transit center	9:47 AM	1:24 PM	6:31 PM
1. Douglas Port of Entry	9:55 AM	1:44 PM	6:39 PM
	Driver break		
	Shift change		

Option 4

Option 4 provides three roundtrips per weekday between Douglas and Sierra Vista and two roundtrips per weekday between Sierra Vista and Benson using two vehicles. The schedule incorporates a 30-minute meal break for the full-time driver as well as additional time between Huachuca City and Benson (northbound only) for the Border Patrol checkpoint. The AM trip would depart per the current schedule, and would begin its return approximately two hours later than the current schedule. The midday trip would operate about 10 minutes later than its current schedule. The PM trip would depart Douglas approximately one hour 45 minutes earlier than the current schedule and return to Douglas per the current schedule. Use of a second vehicle requires no extension to the service day.

Intercity service connection point - weekday service	Northbound		
	Trip 1	Trip 2	Trip 3
1. Douglas Port of Entry	6:08 AM	11:33 AM	1:37 PM
2. Douglas Visitor/Transit center	6:15 AM	11:40 AM	1:44 PM
3. Cochise College - Douglas	6:26 AM	11:51 AM	1:55 PM
4. Lowell - Bisbee	6:49 AM	12:14 PM	2:18 PM
5. Canyon Vista Medical Center - Sierra Vista	7:22 AM	12:47 PM	2:51 PM
6. Cochise College main campus - Sierra Vista	7:29 AM	12:54 PM	2:58 PM
7. Sierra Vista Transit Center	7:34 AM	12:59 PM	3:03 PM
8. Huachuca City Library	7:46 AM		3:15 PM
9. Cochise College - Benson	8:28 AM		3:57 PM
10. Benson Visitor's Center/Amtrak Station	8:33 AM		4:02 PM
	Southbound		
10. Benson Visitor's Center/Amtrak Station	8:48 AM		4:17 PM
9. Cochise College - Benson	8:53 AM		4:22 PM
8. Huachuca City Library	9:25 AM		4:54 PM
7. Sierra Vista transit center	9:37 AM	1:14 PM	5:06 PM
6. Cochise College main campus - Sierra Vista	9:42 AM	1:19 PM	5:11 PM
5. Canyon Vista Medical Center - Sierra Vista	9:47 AM	1:24 PM	5:16 PM
4. Lowell - Bisbee	10:21 AM	1:58 PM	5:50 PM
3. Cochise College - Douglas	10:44 AM	2:21 PM	6:13 PM
2. Douglas Visitor/Transit center	10:55 AM	2:32 PM	6:24 PM
1. Douglas Port of Entry	11:03 AM	2:52 PM	6:32 PM
	Driver break		
	Driver 1 end		
	Driver 2 start		
	Driver lunch		

Connections to the Regional Transportation Network

Each of the three schedule options offers connection to the regional transportation network provided by Greyhound and Amtrak. The matrix for each option shows which arrivals and departures are served within the two-hour window (and at what time), which are served outside of the two-hour window (and at what time), and which are not served at all. Overall, Options 1 and 2 provide the lowest level of meaningful connections with the regional transportation network. Option 1 serves two departures and one arrival within two hours, and Option 2 serves two arrivals and one departure within the same period. Options 3 and 4 offer the same, slightly higher level of connectivity, each serving two arrivals and two departures..

None of the options discussed herein are able to provide departure connections for the westbound Greyhound trip at 6:50 AM or arrival connections for the eastbound Greyhound trip at 8:50 PM.

Option 1	Service time	Cochise Connection service within 2 hours after arrival?	Cochise Connection service within 2 hours before departure?
Greyhound WB	6:50 AM	Yes - 8:33 AM	No
Greyhound EB	2:15 PM	No	Yes - 1:28 PM
Greyhound EB	8:50 PM	No	No - 1:28 PM
Amtrak WB	5:18 PM	No	No - 1:28 PM
Amtrak EB	9:15 AM	No - 1:28 PM	Yes - 8:33 AM

Option 2	Service time	Cochise Connection service within 2 hours after arrival?	Cochise Connection service within 2 hours before departure?
Greyhound WB	6:50 AM	Yes - 8:33 AM	No
Greyhound EB	2:15 PM	No - 5:19 PM	No - 8:33 AM
Greyhound EB	8:50 PM	No	No - 5:19 PM
Amtrak WB	5:18 PM	Yes - 5:19 PM	No
Amtrak EB	9:15 AM	No - 5:19 PM	Yes - 8:33 AM

Option 3	Service time	Cochise Connection service within 2 hours after arrival?	Cochise Connection service within 2 hours before departure?
Greyhound WB	6:50 AM	Yes - 7:25 AM	No
Greyhound EB	2:15 PM	Yes - 4:09 PM	No - 7:25 AM
Greyhound EB	8:50 PM	No	No - 4:09 PM
Amtrak WB	5:18 PM	No	Yes - 4:09 PM
Amtrak EB	9:15 AM	No - 4:09 PM	Yes - 7:25 AM

Option 4	Service time	Cochise Connection service within 2 hours after arrival?	Cochise Connection service within 2 hours before departure?
Greyhound WB	6:50 AM	Yes - 8:33 AM	No
Greyhound EB	2:15 PM	Yes - 4:02 PM	No - 8:33 AM
Greyhound EB	8:50 PM	No	No - 4:02 PM
Amtrak WB	5:18 PM	No	Yes - 4:02 PM
Amtrak EB	9:15 AM	No - 4:02 PM	Yes - 8:33 AM

Each of the options presented conforms to the majority of the service design parameters. The exceptions are as follows:

- Option 2, given its significantly later return to Bisbee/Douglas, does not connect with Bisbee Bus on the PM trip.
- Option 3, given its early departure, does not provide appropriate service to Cochise College on the AM trip.
- Option 4 utilizes two transit vehicles.

All options have the same number of service hours and therefore the same operating cost. The operating cost is still expected to be less than \$200,000/year.

	Option 1	Option 2	Option 3	Option 4
No more than 2 FTE drivers?	✓	✓	✓	✓
Utilizes one transit vehicle?	✓	✓	✓	✗
Operating cost ≤ \$200,000/year?	✓	✓	✓	✓
Appropriate service to Cochise College?	✓	✓	✗	✓
Provide service at least 5 days/week?	✓	✓	✓	✓
Service from Douglas to Sierra Vista?	✓	✓	✓	✓
Provides intercity service linking 4 communities?	✓	✓	✓	✓
Connects with local transit programs?	✓	--	✓	✓
Meaningful connections with regional network?	✓	✓	✓	✓