

Work in Progress

January 2, 2013

Sun Link Streetcar Business Survey



A survey conducted on behalf
of the City of Tucson & the
Regional Transportation
Authority



ilumina consulting
in Coordination with
Kaneen Advertising and Public Relations

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Sun Link Streetcar Business Survey Executive Summary

Background

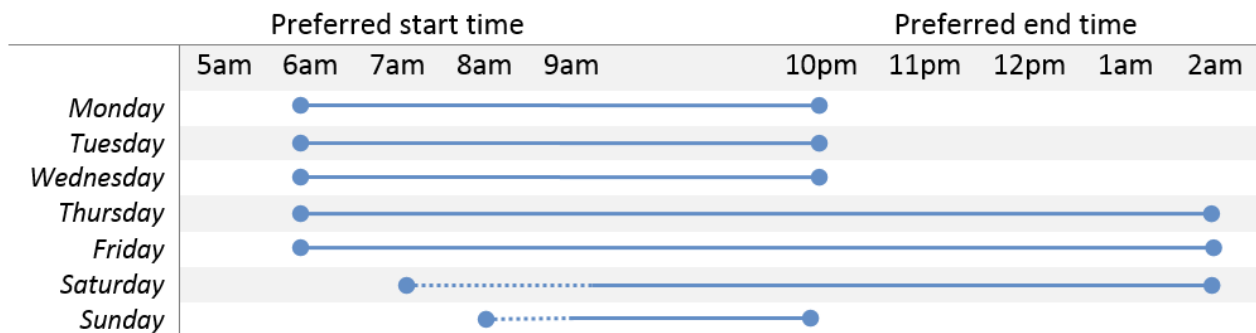
In November of 2013, an outreach survey was conducted to gather feedback from property and business owners and managers regarding the Sun Link streetcar operations. The survey was administered using two strategies: email distribution and in-person canvassing. Survey distribution focused on businesses within a half-mile of the streetcar route.



Note: Organizations such as FAMA, MainGate, Downtown Partnership and others may have also forwarded the survey – further driving this response rate.

Summary of Findings

There were clear preference majorities in streetcar operation start and end times, with the exception of Saturday and Sunday morning.



While all operational preferences are perceived as important; more than 85% of the survey respondents marked **Hours of Operation, Frequency of Operation, and Cleanliness of the Streetcar** as 'important' or 'very important.'




The three most impactful factors to respondents' businesses/organizations were: **Drawing More Traffic to their Business, Less Parking Constraints, and Expansion of their Markets.**

Respondents cited **Hours of Operation, Frequency of Operation and Price of Ride** as the three most important factors to future Sun Link operations.

31% of respondents reported that the streetcar service will change how they conduct business, with a majority of those citing targeting different audiences as the change.

Recommendations

Based on the survey findings and data examination, the following recommendations are offered for consideration:

-  **Consider extending hours past 2 am:** Over a fifth of participants who responded to an open-ended question about concerns expressed a desire for the streetcar to run past 2 am (when the bars stop serving alcohol), specifically due to a desire to prevent drunk driving
-  **Consider economies of scale:** Businesses and organizations that have a very large number of employees or that draw a large number of clients could easily affect the volume of passengers using the streetcar.
-  **Consider obtaining feedback on frequency of service:** respondents cite this, in addition to hours of operation, as an important factor that will affect their business/organization.

Introduction

Background

In November 2013, the City of Tucson and the Regional Transportation Authority (RTA), in collaboration with the Sun Link project team, conducted an outreach survey to gather feedback from property and business owners and managers regarding the Sun Link streetcar operations. ilumina consulting, a Tucson-based research firm, was contracted to finalize and electronically distribute the survey, and to analyze its results. Comprised of three public health professionals with more than 30 years of experience combined, ilumina consulting assists community organizations locally, statewide, and internationally with their program, data, or evaluation needs.

Methodology

The survey was developed through a participatory process involving streetcar project members and community stakeholders. The team employed two main approaches to administration: email distribution and in-person surveying. Ilumina recommended using Checkbox Online to create, host, and distribute the online survey. Using an email list prepared by MainStreet, ilumina emailed an initial invitation on November 12, 2013, followed by two reminder emails (sent only to those who had not yet responded). A link to the online survey was also forwarded to several organizations represented along the route to further encourage responses. The survey was open from November 12 – November 23, 2013.

In addition, during the week of November 18, MainStreet representatives solicited in-person survey responses using tablets and iPads with businesses on the streetcar route. After survey closure, ilumina downloaded the completed datasets, and performed analyses using Microsoft Excel and IBM SPSS software.

Response Summary

A list of 532 email addresses was compiled for electronic survey distribution. Of these, 464 valid email addresses received a link to the survey.. A total of 130 survey responses were gathered via email. This represents a response rate of 28%

Table 1. Summary of email responses.

	Number
Email addresses used for initial distribution	532
Email addresses flagged as “undeliverable” (bounced emails)	68
Valid email addresses receiving an initial invitation	464
Recipients who “opted-out” of the survey	7
Recipients who responded to the survey	112
Additional responses tied to duplicate email addresses	18
Total number of email responses	130*

* Three of the survey responses were originally flagged by Checkbox as incomplete. Review revealed that these responses contained minimal missing answers; these surveys were added back into the dataset for analysis.

Most email addresses were tied to only one response; however, three email addresses were tied to 21 responses. Those responses were carefully examined to determine whether they appeared to be completed by the same person or different people - varied responses indicated that different people, a result of the recipient forwarding the email, completed the surveys.

During the in-person surveying conducted by the MainStreet team, an additional 51 surveys were collected, resulting in a total of 181 surveys for analysis.

About the Respondents

Eligible Respondents

Respondents were eligible to complete the entire survey if they met both of the following conditions:

- Their property/business was within one-half of a mile of the Sun Link Streetcar route
- They were a business property owner, business owner, or a business/organization manager

Respondents who answered “no” or “none of the above” to these two questions were redirected to the end of the survey. There were sixteen respondents that did not meet the eligibility criteria. An additional two respondents partially completed the survey, leaving 163 complete surveys out of the 181 surveys received.

Distance to Streetcar

Over 96% of all respondents have a property or business within one-half of a mile of the Sun Link Streetcar route. Only six respondents answered in the negative.

Respondents' Roles

Respondents were allowed to ‘choose all that apply’ when selecting their role. As a result, the number of business owners/property owner and managers exceeds the total number of respondents. The Venn diagram to the right of Table 2 illustrates how the survey respondents play multiple roles within a business or organization.

Table 2. Number of business owners/property owners/managers

Are you a...	Number
business property owner	45
business owner	87
business or organization manager	79
none of the above	16
Total	227

Diagram 1. Overlapping of roles



Businesses/Organizations Types and Focus

The majority of respondents represent the for-profit sector (73%) when asked their business type.

Table 3. Type of Business

	Number	Percent
Governmental organization, office or agency	9	5%
Not-for-profit (non-governmental)	35	21%
For-profit business	120	73%
Total	164	100%

Survey respondents represented almost all federal census business categories. The largest group was from retail trade (24%) and the second largest group was from the food services or accommodation sector (20%).

Table 4. Business Focus

	Number	Percent
Healthcare or social assistance	1	1%
Informational services	4	2%
Transportation or warehousing	4	2%
Educational services	11	6%
Real estate or rental leasing	12	7%
Professional, scientific or technical services	22	12%
Arts, entertainment or recreation	30	17%
Food services or accommodation	37	20%
Retail trade	43	24%
Grand Total	164	100%

The number of employees ranged from none to 600. The most common number (the mode) reported by survey participants was two (2) employees.

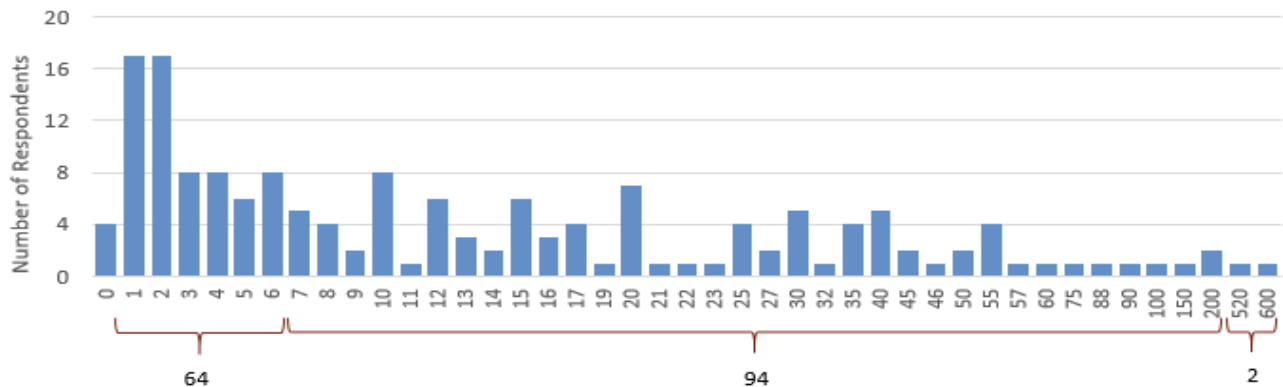
- 39% had 1 – 6 employees
- 58% had 7 – 499 employees
- 1.2% reported more than 500 employees ¹

Forty-three of the survey respondents also have volunteers, with the median and mode reported around ten volunteers with a range of volunteers of 1 – 800.

Table 5. Number of employees & volunteers

	Range	Average	Median	Mode
Employees	0-600	25.6	10	2
Volunteers	1-800	283	11	10

Diagram 2. Number of Employees



Streetcar Opinions

Access & Logistics

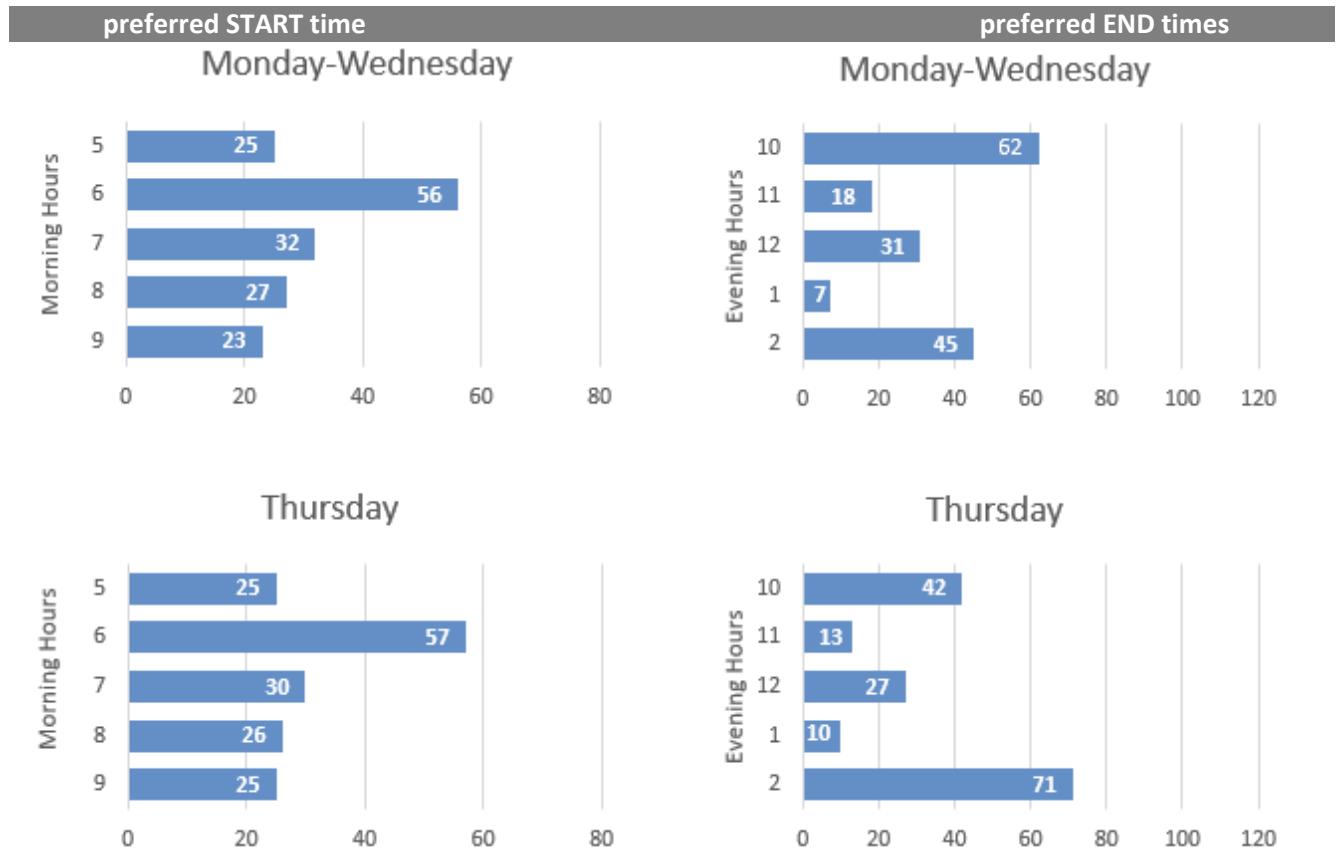
Hours of Operation

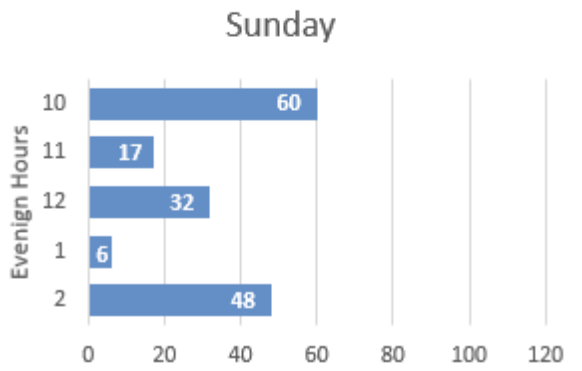
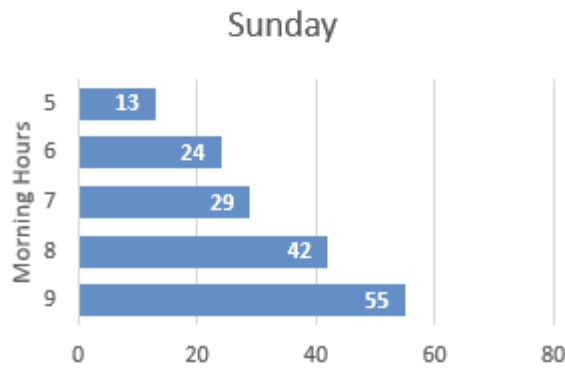
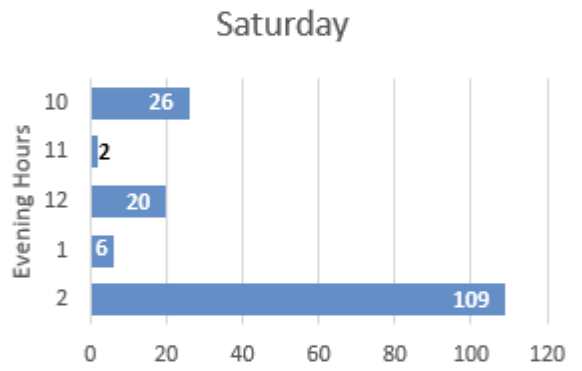
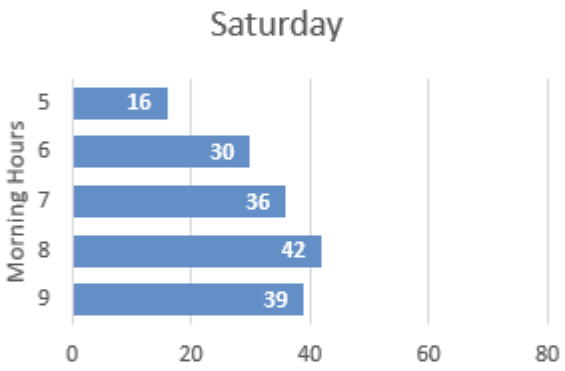
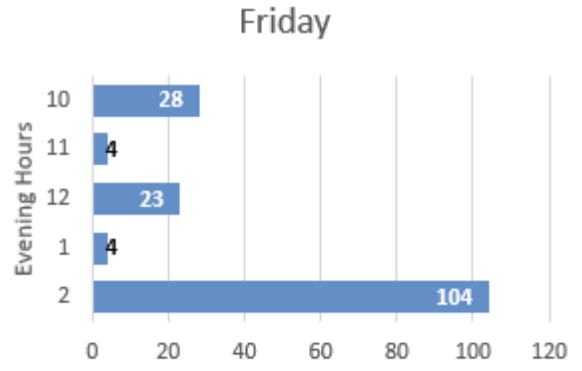
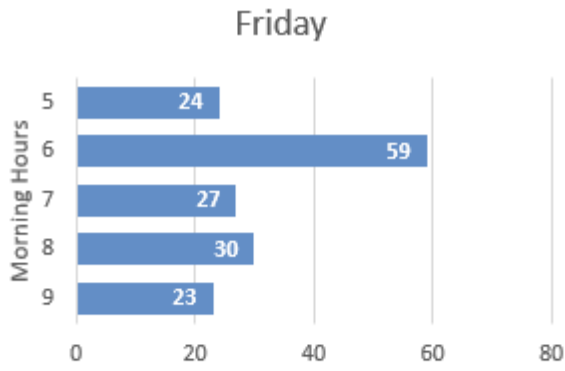
It was clear that a majority of respondents would like the streetcar to commence service at 6 am during the work week, but there was no clear consensus on a start time during the weekend. To better understand the responses, preferred start times were also stratified by business type and examined (diagram 3). Even within business type, there is no obvious agreement on a preferred start time for Saturday and Sunday. The end of daily operations was marked by a majority on each day, with most wanting an end time of 10 pm Sunday-Wednesday and an end time of 2 am on Thursday-Saturday.

Table 6. Preferred hours of operation

	preferred START time	preferred END times
Monday -Wednesday	6am	10 pm
Thursday	6am	2 am
Friday	6am	2 am
Saturday	between 7 am – 9 am	2 am
Sunday	between 8 am – 9 am	10 pm

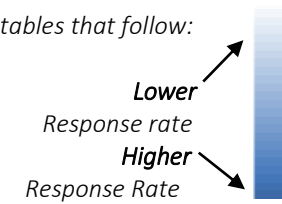
Diagram 3. Detailed preferred start and end times





The following tables show the preferred streetcar START and END times by business type. A blue gradient scale is used to provide a visualization of the number of business choosing each preferred start and end time. The darker the box, the higher the number of businesses preferring that hour.

Reading the gradient tables that follow:



preferred START time by business type	preferred END times by business type
--	---

Monday-Wednesday	5	6	7	8	9
Healthcare or social assistance	6	10	5	11	11
Informational services	4	16	10	2	5
Transportation or warehousing	5	7	7	6	5
Educational services	3	4	1	1	1
Real estate or rental leasing				1	
Professional, scientific or technical services	3	8	6	4	1
Arts, entertainment or recreation	3	6	1	2	
Food services or accommodation	1	2	1		
Retail trade		3	1		
Total	25	56	32	27	23

Monday-Wednesday	10	11	12	1	2
Healthcare or social assistance	21	5	2	1	14
Informational services	10	2	9	2	14
Transportation or warehousing	9	3	5	3	10
Educational services	5	1	3		1
Real estate or rental leasing	1				
Professional, scientific or technical services	9	5	6		2
Arts, entertainment or recreation	4		4	1	3
Food services or accommodation	2	1			1
Retail trade	1	1	2		
Total	72	29	43	8	47

Thursday	5	6	7	8	9
Healthcare or social assistance	6	10	5	10	12
Informational services	4	16	10	2	5
Transportation or warehousing	5	7	6	6	6
Educational services	3	4	1	1	1
Real estate or rental leasing				1	
Professional, scientific or technical services	3	9	5	4	1
Arts, entertainment or recreation	3	6	1	2	
Food services or accommodation	1	2	1		
Retail trade		3	1		
Total	25	57	30	26	25

Thursday	10	11	12	1	2
Healthcare or social assistance	15	4	3	1	20
Informational services	5	4	6	1	21
Transportation or warehousing	6		6	3	15
Educational services	5	1	2	1	1
Real estate or rental leasing	1				
Professional, scientific or technical services	7	2	5		8
Arts, entertainment or recreation	3		3	2	4
Food services or accommodation		1	1		2
Retail trade		1	1	2	
Total	42	13	27	10	71

preferred START time
by business type

Friday	5	6	7	8	9
Healthcare or social assistance	6	11	4	12	10
Informational services	4	17	9	2	5
Transportation or warehousing	5	7	6	6	6
Educational services	2	3	1	3	1
Real estate or rental leasing				1	
Professional, scientific or technical services	3	10	4	4	1
Arts, entertainment or recreation	3	6	1	2	
Food services or accommodation	1	2	1		
Retail trade		3	1		
Total	24	59	27	30	23

Saturday	5	6	7	8	9
Healthcare or social assistance	4	6	9	11	13
Informational services	3	11	10	8	5
Transportation or warehousing	3	2	5	7	13
Educational services	2	1		3	4
Real estate or rental leasing			1		
Professional, scientific or technical services	3	4	7	7	1
Arts, entertainment or recreation	1	4	1	5	1
Food services or accommodation		2	1	1	
Retail trade			2		2
Total	16	30	36	42	39

Sunday	5	6	7	8	9
Healthcare or social assistance	4	3	4	10	22
Informational services	3	9	9	8	8
Transportation or warehousing	2	2	5	8	13
Educational services	1	1	1	1	6
Real estate or rental leasing					1
Professional, scientific or technical services	3	5	5	6	3
Arts, entertainment or recreation		3	3	5	1
Food services or accommodation		1	1	2	
Retail trade			1	2	1
Total	13	24	29	42	55

preferred END times
by business type

Friday	10	11	12	1	2
Healthcare or social assistance	10	3	5		25
Informational services	2	1	6		28
Transportation or warehousing	5		4	2	19
Educational services	3		2		5
Real estate or rental leasing	1				
Professional, scientific or technical services	5		3		14
Arts, entertainment or recreation	2		1	1	8
Food services or accommodation			1	1	2
Retail trade			1		3
Total	28	4	23	4	104

Saturday	10	11	12	1	2
Healthcare or social assistance	10	1	7		25
Informational services	1	1	6		29
Transportation or warehousing	4		3	2	21
Educational services	2		1		7
Real estate or rental leasing	1				
Professional, scientific or technical services	6		2		14
Arts, entertainment or recreation	2			2	8
Food services or accommodation			1	1	2
Retail trade				1	3
Total	26	2	20	6	109

Sunday	10	11	12	1	2
Healthcare or social assistance	22	4	4	1	12
Informational services	10	4	6	4	13
Transportation or warehousing	7	2	9		12
Educational services	5	1	2		2
Real estate or rental leasing	1				
Professional, scientific or technical services	11	2	5	1	3
Arts, entertainment or recreation	3	2	3		4
Food services or accommodation		1	2		1
Retail trade	1	1	1		1
Total	60	17	32	6	48

Operational Preferences

All operational preferences are perceived as important. “Cleanliness of the streetcar” had the highest percentage of ‘very important’ responses (71%) and over 85% of respondents thought that both “Frequency of Operation” and “Hours of Operation” were ‘important’ or ‘very important.’

Table 7. Hours of Operation

	Number	Percent
Not at all important	7	4%
Somewhat important	11	7%
Important	31	19%
Very important	110	67%
No opinion/Neutral	4	2%
Grand Total	163	100%

Table 8. Frequency of Operation

	Number	Percent
Not at all important	5	3%
Somewhat important	10	6%
Important	35	21%
Very important	109	67%
No opinion/Neutral	4	2%
Grand Total	163	100%

Table 9. Cleanliness of Streetcar

	Number	Percent
Not at all important	6	4%
Somewhat important	9	6%
Important	30	18%
Very important	115	71%
No opinion/Neutral	3	2%
Grand Total	163	100%

Table 10. Security at Stops & on Streetcar

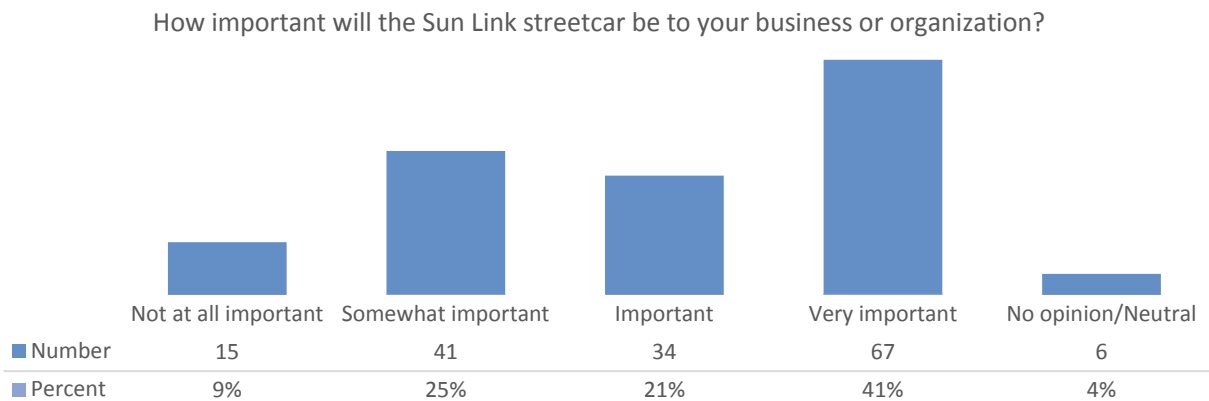
	Number	Percent
Not at all important	13	8%
Somewhat important	20	12%
Important	35	21%
Very important	90	55%
No opinion/Neutral	5	3%
Grand Total	163	100%

Business Impact

Factors that Matter: will it be important?

When asked, “How important will the Sun Link streetcar be to your business or organization,” a total of 101 out of 163 (62%) responded either ‘important’ or ‘very important’.

Diagram 4. Importance of streetcar to business



The 101 respondents answering ‘important’ or ‘very important’ were further asked to choose the top three factors, out of a possible six options, to their business. The top three responses, in order of preference were: ‘draws more traffic to my business,’ ‘less parking constraints,’ and ‘expands my market.’ These were clearly chosen with a greater frequency than the remaining three options.

Table 11. Top three most important factors to business

	Number
Employee benefit	15
Creates more promotional opportunities	22
Is a green, electric transit option	27
Expands my market	57
Less parking constraints	68
Draws more traffic to my business	78

} The top 3 most important factors

Impact on Business: why will it be important and what will be affected by the streetcar?

All survey participants were asked to select the three most important factors that matter most about the future of Sun Link streetcar operations. The top two factors chosen by respondents were ‘frequency of operation’ and the ‘hours of operation’ with the third being the ‘price of the ride.’ These top three were chosen with much greater frequency than the remaining four choices.

Table 12. Top three most important factors to future Sun Link operations

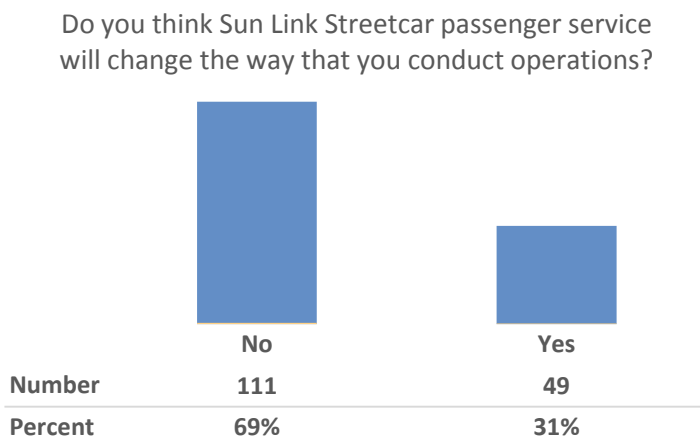
	Number
Other	9
Advertising opportunities on streetcars and stops	22
Tying into special event 'ride & buy' promotions	28
Streetcar security, cleanliness and look	56
Price of ride	97
Hours of operation	119
Frequency of operation	128

} The top 3 most important factors

Nine respondents selected “other” in response to this question. Of these, three cited parking as an important factor. The other responses ranged widely and included the following: cleanliness, disruption of traffic, and cyclist/pedestrian safety

All survey participants were asked, “Do you think Sun Link streetcar passenger service will change the way that you conduct operations?” Forty-nine (31%) of the 160 participants responding to this question answered yes.

Diagram 5. Streetcar’s impact



The 49 respondents answering ‘yes’ were further asked to select all that they thought would be affected by Sun Link streetcar service from a series of five options. All provided options were selected, however, “target different audiences” was chosen by 35 out of the 49 (71%) respondents.

Table 13. Do you thinkwill be affected by Sun Link Streetcar service?

	Number
Where the business places ads	15
Managing employees	16
In-house promotions	20
Business hours	21
Target different audiences	35

Concerns and Comments

Out of the possible 163 total responses, 42 (26%) marked that they had concerns or questions about their business or organization operations and Sun Link streetcar; however only 32 (20%) included detailed descriptions of their concerns or questions. Several themes emerged during analyses. The top two concerns mentioned were the need for late night hours and issues of access, including limited parking and frequency of service. Respondents specifically stated that since bars close at 2 am, the streetcar needs to run later. Frustration with construction also emerged as a prominent theme, as did concern for the safety of cyclists and pedestrians.

Top 5 Concerns*

- Need for late night hours (**22%**)
- Issues of access: frequency, capacity, cost (**22%**)
- Restricted parking (**19%**)
- Construction concerns (**16%**)
- Cyclist/pedestrian safety (**13%**)

*some respondents expressed multiple concerns

“The late hours of operations of the streetcar will be critical to provide transportation to our important University market. I hope that Sun Link does not cheat on this one and close early. The late operation will reduce the number of intoxicated persons behind the wheel and make our city safer and provide a much needed means of transportation in the early hours of the morning.”

“[We are] concerned whether the capacity and frequency will accommodate our needs...”

“My biggest concern is loss of parking spaces. There is nowhere for me or my employees to park once the meters go in and no parking lots/garages nearby. Often times we work by ourselves which means walking alone at night, to some far away lot which isn't safe. I am optimistic about the streetcar, but am nervous too. I have already seen business drop since half the curbs have been painted red - similar to when there was construction going on. The streetcars must have regular schedules and frequent stops for them to be successful.”

Several respondents also expressed concern about the loss of revenue to their business during construction, and potentially as a result of limited parking. Additionally, two respondents noted concern about the possibility of increased crime with increased low-cost transportation to the area; two others answered with a desire for streetcar route businesses to receive priority and/or discounts for advertising.

Further Contact

After completing the majority of the survey, respondents were directed to a separate link to complete the survey (to maintain confidentiality of their initial responses), which contained the final questions regarding desire for follow-up and contact information. Below are the results of the analysis of the 157 received responses.

Table 14. Respondent interest in follow-up.

	Yes	No
Would you be interested in learning more about future advertising and promotional opportunities tied to the Sun Link streetcar?	47.8%	52.2%
Would you be interested in taking part in future discussions about Sun Link?	58.0%	42.0%

63.7% answered yes to at least one of the questions regarding follow-up

Nearly two-thirds (63.7%) of respondents indicated an interest in either learning more about advertising or taking part in future discussions about Sun Link, and 85% of those indicating interest left detailed contact information. Of these, the majority of them preferred to be contacted via email (90.6%).

A detailed list of those who requested further contact can be found in Appendix B.

Appendix A: Final Survey Version

Dear business owner, property owner and/or business /organization manager,

By now we hope that you have seen a Sun Link streetcar on the streets. System and safety testing, in addition to operator training has been under way for several weeks. Six more 'Made in the USA' streetcars will arrive over the next eight months and will undergo testing in preparation for passenger service in the summer of 2014.

During this timeframe, the City of Tucson and the Regional Transportation Authority (RTA) will conduct outreach to refine decisions about certain Sun Link streetcar operations such as hours of service, marketing opportunities, and more.

As a business and property owner or manager located in the Sun Link corridor, you have a unique perspective on Sun Link and its potential impact on your customers and employees. Your ideas about hours of operation and the system's connection with current forms of transit are important and can strengthen our approach, help planning, and shape the final outcome.

The information gathered in this online survey will help the Sun Link project team prioritize initial Sun Link service options, features and preferences. However, the City of Tucson and RTA cannot guarantee all suggestions will be reflected in the final operational decisions.

Please take 10 minutes to fill out this survey. Your information will remain confidential, unless you wish to participate further.

Thank you for taking the time to help determine the future of our Sun Link streetcar system.

The Sun Link Streetcar Project Team



Quick overview and map



The Sun Link streetcar is a new transit service that will connect The University of Arizona (UA) with Main Gate Square, Fourth Avenue Business District, Downtown, and the westside Mercado District. The 3.9-mile route will extend from Arizona Health Sciences Center to just west of I-10. A roundtrip is expected to take approximately 20 minutes. Sun Link passenger service is expected to begin summer 2014.

More than 100,000 people live and work within a half mile of the streetcar route. Sun Link and Sun Tran bus service will be integrated into one system. Sun Link will be ADA accessible and easy-to-use for bicyclists. Streetcars are all-electric and each will carry up to 148 passengers.

Survey

1. Is your business or property within a half mile of the Sun Link streetcar route?
 - Yes
 - No (Survey ends)

2. Are you a... (check all that apply)
 - Business property owner
 - Business owner
 - Business or organization manager
 - None of the above (Survey ends)

3. Your organization/business is a....
 - Governmental organization, office or agency
 - For-profit business
 - Not-for-profit (non-governmental)

4. Please select the category that best describes the primary focus of your organization/business:
 - Retail trade
 - Food services or accommodation
 - Arts, entertainment or recreation
 - Educational services
 - Healthcare or social assistance
 - Professional, scientific or technical services
 - Real estate or rental leasing
 - Informational services
 - Transportation or warehousing
 - Finance or Insurance*

*This category was inadvertently left off the online version of the survey

5. How many full and part-time employees do you have?
Please enter a number.

6. Do you have volunteers?
- Yes
 - No (If no skip to Q8)

7. How many volunteers do you have?
Please enter a number.

8. From a business perspective, please select your preferred **START** and **END** times for Sun Link service on each set of days listed below.

	Start Service	End Service
Monday- Wednesday	<input type="radio"/> 5 am <input type="radio"/> 6 am <input type="radio"/> 7 am <input type="radio"/> 8 am <input type="radio"/> 9 am	<input type="radio"/> 10 pm <input type="radio"/> 11 pm <input type="radio"/> 12 am <input type="radio"/> 1 am <input type="radio"/> 2 am
Thursday	<input type="radio"/> 5 am <input type="radio"/> 6 am <input type="radio"/> 7 am <input type="radio"/> 8 am <input type="radio"/> 9 am	<input type="radio"/> 10 pm <input type="radio"/> 11 pm <input type="radio"/> 12 am <input type="radio"/> 1 am <input type="radio"/> 2 am
Friday	<input type="radio"/> 5 am <input type="radio"/> 6 am <input type="radio"/> 7 am <input type="radio"/> 8 am <input type="radio"/> 9 am	<input type="radio"/> 10 pm <input type="radio"/> 11 pm <input type="radio"/> 12 am <input type="radio"/> 1 am <input type="radio"/> 2 am
Saturday	<input type="radio"/> 5 am <input type="radio"/> 6 am <input type="radio"/> 7 am <input type="radio"/> 8 am <input type="radio"/> 9 am	<input type="radio"/> 10 pm <input type="radio"/> 11 pm <input type="radio"/> 12 am <input type="radio"/> 1 am <input type="radio"/> 2 am
Sunday	<input type="radio"/> 5 am <input type="radio"/> 6 am <input type="radio"/> 7 am <input type="radio"/> 8 am <input type="radio"/> 9 am	<input type="radio"/> 10 pm <input type="radio"/> 11 pm <input type="radio"/> 12 am <input type="radio"/> 1 am <input type="radio"/> 2 am

The City of Tucson and the RTA will consider survey results in determining the service start and end times.

9. As a business or organization, how important are the following Sun Link streetcar operational preferences to you? Please circle.

	Not at all important			Very important	No opinion Neutral
Hours of operation	1	2	3	4	0
Frequency of operation	1	2	3	4	0
Cleanliness of streetcar	1	2	3	4	0
Security at stops & on streetcar	1	2	3	4	0

10. Based on your current knowledge of the Sun Link system, how important will the Sun Link streetcar be to your business or organization?

- Not at all important
- Somewhat important
- Important (answer Q11)
- Very important (answer Q11)
- No opinion/Neutral

11. Select the top three items that indicate why you believe the Sun Link streetcar will be “important” or “very important” to your business or organization.

- draws more traffic to my business
- expands my market
- less parking constraints
- employee benefit
- creates more promotional opportunities
- is a green, electric travel option

12. In terms of your business, please select the three most important factors that matter most to you about the future of Sun Link streetcar operations:

- hours of operation
- frequency of operation
- price of ride
- tying into special event 'ride & buy' promotions
- advertising opportunities on streetcars and stops
- streetcar security, cleanliness and look
- other _____

13. Do you think Sun Link streetcar passenger service will change the way that you conduct operations?

- Yes
- No (skip to Q15)

14. If yes, select all that you think will be affected by Sun Link streetcar service:

- business hours
- in-house promotions
- where the business places ads
- target different audiences
- managing employees

15. Do you have any concerns or questions about your business or organization operations and Sun Link streetcar?

- Yes
- No (Survey Ends)

16. Please tell us a little more about your questions or concerns. (open ended)

Survey Ends, redirects to second survey, not tied to answers to first survey.

1. Would you be interested in learning more about future advertising and promotional opportunities tied to the Sun Link streetcar?

- Yes
- No

2. Would you be interested in taking part in future discussions about Sun Link?

- Yes
- No

If yes to 1 or 2, proceed to 3. If no to both 1 and 2, survey ends.

3. You stated you are interested in being on an electronic distribution list to receive project updates and further information. Please enter your contact information below.

Name:	
Organization/Business Name:	
Phone Number:	
Email:	
Mailing Address:	

4. If you would like follow up, please tell us the best way to follow up with you below:

- Email
- Phone call
- Mailed letter
- Personal meeting
- Social media

Appendix C: Survey Invitations

Initial Invitation: Sent November 12, 2013

Dear business owner, property owner and/or business/organization manager,

The Sun Link streetcar is a new transit service that will connect The University of Arizona with Main Gate Square, Fourth Avenue Business District, Downtown, and the west side Mercado District. **The City of Tucson and Regional Transportation Authority are conducting an outreach survey to gather your feedback on Sun Link streetcar operations. You are receiving this message because your e-mail is associated with a business or organization along the street car corridor; which means you have a unique perspective on Sun Link and its potential impact on your customers and employees.** If we have reached you in error, we apologize and please disregard this email.

If your business/organization/property is along the streetcar corridor, please provide your perspective via a short online survey, linked below. The information gathered in this survey will help the Sun Link project team prioritize service options, features, and preferences.

[Click here](#) to take the survey.

Please take 10 minutes to fill out this survey. Your information will remain confidential, unless you wish to participate further. Thank you for taking the time to help determine the future of our Sun Link streetcar system.



The Sun Link Streetcar Project Team

<http://www.sunlinkstreetcar.com>

For more information please contact us at:
info@tucsonstreetcar.info

First Reminder: Sent November 15, 2013

Dear business owner, property owner and/or business/organization manager,

Earlier this week we sent you an invitation to participate in an outreach survey about the Sun Link streetcar, and we are grateful to those of you who have already responded. The Sun Link streetcar is a new transit service that will connect The University of Arizona with Main Gate Square, Fourth Avenue Business District, Downtown, and the west side Mercado District.

The City of Tucson and Regional Transportation Authority are conducting an outreach survey to gather your feedback on Sun Link streetcar operations. You are receiving this message because your e-mail is associated with a business or organization along the street car corridor; which means you have a unique perspective on Sun Link and its potential impact on your customers and employees. If we have reached you in error, we apologize and please disregard this email.

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[Click here](#) to take the survey.

Please take 10 minutes to fill out this survey. Your information will remain confidential, unless you wish to participate further. Thank you for taking the time to help determine the future of our Sun Link streetcar system.



The Sun Link Streetcar Project Team

<http://www.sunlinkstreetcar.com>

For more information please contact us at:
info@tucsonstreetcar.info

Second Reminder: Sent November 19, 2013

Dear business owner, property owner and/or business/organization manager,

Last week we sent you an invitation to participate in an outreach survey about the Sun Link streetcar, and we are grateful to those of you who have already responded. The Sun Link streetcar is a new transit service that will connect The University of Arizona with Main Gate Square, Fourth Avenue Business District, Downtown, and the west side Mercado District.

The City of Tucson and Regional Transportation Authority are conducting an outreach survey to gather your feedback on Sun Link streetcar operations. You are receiving this message because your e-mail is associated with a business or organization along the street car corridor; which means you have a unique perspective on Sun Link and its potential impact on your customers and employees. If we have reached you in error, we apologize and please disregard this email.

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