Transforming Transit through Innovation and Partnership

How MTM Transit Successfully Transformed Sun Shuttle Services in Pima County

Challenge

Through a formal RFP process, Pima County was seeking a partner capable of rebuilding workforce capacity, deploying a modern fleet, stabilizing inherited assets, opening two operating facilities, integrating new technology, and protecting service continuity on an accelerated schedule.

Solution

MTM Transit met this challenge head on, launching Americans with Disabilities Act (ADA) paratransit, dial-a-ride, and fixed-route service in October 2025 with the people, fleet, facilities, systems, and support structure ready to perform.

Results

Ridership responded immediately: monthly ADA paratransit trips rose from 7,743 to 11,055, and on-time performance climbed from 86.08% to 93.28% in the first month.



60 DAYS
Under 60-day implementation timeframe

100+
Vehicle operators recruited and onboarded

50+
New vehicles deployed

CLIENT
Regional Transportation Authority of Pima County & Pima Association of Governments

SERVICES
ADA Paratransit, Dial-a-Ride & Fixed Route

LAUNCHED
October 2025

The Challenge

A High-Stakes Transition

Across the greater Tucson region, Sun Shuttle services connect transit-dependent residents with jobs, healthcare, essential services, and the broader transit network. The Regional Transportation Authority of Pima County and the Pima Association of Governments selected MTM Transit to revitalize the operation under an accelerated transition timeline. The assignment combined the complexity of a start-up with the realities of an inherited system: staffing shortages, critical vehicle maintenance needs, facility requirements, technology deployments, and a workforce in need of renewed confidence and support.



The transition required MTM Transit to solve five priorities at once:

Workforce — Build a workforce capable of supporting full service from the first day of operations.

Fleet — Procure and integrate more than 50 new vehicles while prioritizing inherited fleet repairs. The previous contractor had leveraged an outdated fleet, with vehicles transferred in from other regions.

Facilities — Secure and equip operating facilities in Tucson and Ajo.

Infrastructure — Implement dispatch, call center, maintenance, safety, training, IT, telephony, and utility infrastructure.

Technology — Deploy new technology, including RideCo for ADA paratransit and dial-a-ride service and TripShot for fixed-route operations.



"MTM Transit's commitment to communication, problem solving and safety excellence has been consistent throughout the transition process. All levels of the MTM Transit team have demonstrated true commitment to teamwork and incredible resourcefulness to navigate the hurdles of a challenging vendor conversion."

Mary Carter

Director of Mobility Management Services, Regional Transportation Authority of Pima County

The Solution

Turnkey Mobilization From Day One

MTM Transit approached the launch as an enterprise-wide mobilization, not a local handoff. Operations led the transition while specialists from Recruiting, Human Resources, Safety, Training, Maintenance, Technology, Procurement, Legal, Accounting, and executive leadership worked from one integrated readiness plan. We deployed a modern, accessible fleet inclusive of 48 hybrid Toyota Sienna minivans, six Ram ProMasters, 33 client-owned paratransit cutaways and Freightliner buses, and eight support vehicles.

One Integrated Readiness Plan

Specialists from across the enterprise, working as one team

- Operations (lead)
- Recruiting
- Human Resources
- Safety
- Training
- Maintenance
- Technology
- Procurement
- Legal
- Accounting
- Executive Leadership



48 Hybrid Toyota Sienna minivans

6 Ram ProMasters

33 Client-owned paratransit cutaways & Freightliner buses

8 Support vehicles

What MTM Transit Delivered in Under 60 Days

Workforce Readiness

More than 100 operators were recruited, trained, and onboarded, compared with 61 operators under the prior contractor.

Fleet Deployment

50+ new vehicles were ordered, inspected, and placed into service, alongside prioritized repairs to inherited assets.

Operating Infrastructure

Facilities were secured in Tucson and Ajo, with shop equipment, IT, telephony, utilities, dispatch, call center, cleaning, and maintenance capabilities.

Technology Integration

The RideCo platform was deployed for paratransit and dial-a-ride scheduling, and TripShot was implemented for fixed-route management.

The Results

Immediate Improvement and Lasting Momentum



The launch was a resounding success, exceeding client and community expectations. Operations stabilized rapidly, fleet reliability improved, and staff morale soared as new team members were empowered through MTM Transit's high-touch training approach. The collaboration and dedication of every department resulted in such a robust opening that the team faced an unexpected new challenge: there were simply not enough parking spaces to accommodate all vehicles and staff on the first day of service—a testament to the readiness and enthusiasm of the entire team.

▲ 43%

Monthly ADA paratransit trips

Before	7,743
After	11,055

▲ 42%

Monthly ADA passengers

Before	8,718
After	12,357

▲ 7.2 PTS

On-time performance, first month

Before	86.08%
After	93.28%

Key performance highlights post-implementation include:

- **Ridership responded immediately.** Due to higher quality vehicles, increased driver availability, and reinforced service quality standards, riders had more confidence in the paratransit system. Monthly ADA paratransit trips increased from 7,743 to 11,055, while monthly ADA passengers rose from 8,718 to 12,357.
- **On-time performance (OTP) improved.** OTP rose from 86.08% to 93.28% in the first month, a gain of 7.2 percentage points during the integration of new vehicles, systems, facilities, and employees.
- **Workforce capacity strengthened.** The operation grew beyond 100 operators, supported by hands-on training, resources, and leadership.

This transformation has enhanced access and mobility for thousands in Pima County while establishing benchmarks for efficiency, collaboration, and quality. MTM Transit's Pima County success exemplifies how innovation—like deploying an enhanced hybrid fleet that has driven significant ridership growth and integrating advanced tools like RideCo for dynamic paratransit scheduling and TripShot for fixed-route management—alongside teamwork and commitment, can rapidly overcome operational hurdles.

