



Visioning Session

Citizens Advisory Committee

Sun Metro

November 12, 2025



Approach Recap

DISCOVERY

- Scheduled one-hour, one-on-one meetings with the 9 SMCAC member via Microsoft Teams or phone.
- Meetings were guided by a set of questions, but allowed space for open feedback
- Feedback was collected to inform the Strategic Planning Session

KEY INSIGHTS

- Synthesized feedback/data to identify key themes
 - 9 listening sessions
 - 5+ hours of conversations
 - Over 375 data points captured

DEVELOPMENT

- Formalize key priority areas
- Began crafting a vision statement during September 10, 2025 SMCAC Meeting



Proposed **KEY PRIORITY AREAS**

2025-2027 Strategic Planning

ADVOCACY

Community Engagement & Awareness:
How might we build stronger trust and participation from riders, residents, and stakeholders?

ACCESSIBILITY

Rider-Centered Service Design:
How might we ensure transit services are inclusive, reliable, and designed around community needs?

ACCOUNTABILITY

Collaboration, Data, & Funding:
How might we align with city priorities, leverage research, and optimize resources to deliver results?

STRATEGIC GROWTH & SUSTAINABILITY

How might we position Sun Metro as a driver of economic mobility and environmental resilience?

Crafting a Vision Statement

2025-2027 Strategic Planning

- Concise, **aspirational statement** of your long-term goals
- Paints a picture of **what success looks like** in the future, serving as a guiding star
- Focuses on the 'how,' it defines the 'what' and 'why' of your organization's future
- Aligns with **core purpose and values**

What Resonates Most

Sun Metro Citizen Advisory Committee Feedback

“To be a **voice of the people in my district** to help better assist them.”

“Citizen Advisory Committee has two purposes to **communicate** to district rep what SM is doing, and their goals are and how they can **better serve community**.”

“The goal of Citizen Advisory Committee to be the voice of the people, working with SM to share these needs, and **working together how we meet these needs**.”

“**Helping people** with disabilities whether visible or not and give back to the population.”

“Changing the public's perception - to gain more appreciation of the **green efforts** of Sun Metro.”

Crafting a Vision Statement

2025-2027 Strategic Planning

- Examples provided during September 10, 2025, SMCAC Meeting for initial feedback
- Following September SMCAC meeting, e-mail issued to all Committee Members for additional feedback on vision statement options/language
 - Request open from October 7th-November 3rd
 - Reminder sent on October 20th

Crafting a Vision Statement

2025-2027 Strategic Planning

Options provided:

1. The Sun Metro Citizens Advisory Committee advocates for accountable, accessible, and strategic sustainable transit operations and development to meet the needs of our community.
2. The Sun Metro Citizens Advisory Committee advocates for accountable transit services and development to build an accessible, connected future shaped by our community's needs.
3. *Other. Please propose alternative language for the committee to consider during the November meeting.*

Three out of four responses received selected option 1

Crafting a Vision Statement

2025-2027 Strategic Planning

With recommended edits:

The Sun Metro Citizens Advisory Committee advocates for accountable, accessible, and **strategically** sustainable transportation services ~~and development~~ to meet the transit needs of our community.

Additionally, two responses provided recommended edits:

- ***Replacing “strategic” with “strategically”***
- ***Removing “development”***

On the Horizon

2025-2027 Strategic Planning

- Establish key priority areas
 - *Advocacy*
 - *Accessibility*
 - *Accountability*
 - *Strategic Growth & Sustainability*
- Begin initial action planning + agenda setting by priority area with Sun Metro team for 2025 SMCAC meetings