

# Visioning Session

Citizens Advisory Committee

Sun Metro

September 10, 2025





# Approach

#### **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

#### **DEVELOPMENT**

- Formalize key priority areas
- Begin crafting a vision statement

# Discovery

Understanding the SMCAC Experience



One-on-one meetings with the SMCAC members



Over 375 data points captured during initial conversation





Understanding the SMCAC Experience

"How Might We" questions are a way to frame ideation.

They are often used for launching brainstorm sessions because they help look at ideas in new ways.

Hasso Plattner Institute of Design at Stanford University. (n.d.). "How Might We" questions. Stanford d.school. <a href="https://dschool.stanford.edu/tools/how-might-we-questions">https://dschool.stanford.edu/tools/how-might-we-questions</a>

### Sun Metro Citizen Advisory Committee **Key Insights**



The goal of CAC to be the voice of the people, working with SM to share these needs, and working together how we meet these needs

> **Direct Rider Voice**

The committee can create space in meetings for riders to share experiences, and champion community workshops or listening sessions

#### **ADVOCACY**

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

**Public Awareness** Campaigns

The committee can act as community ambassadors, sharing Sun Metro's value through local networks and encouraging more ridership

Have how-to videos on the website

The advertising should be more proactive to show how they are supporting the community and how it is beneficial for the community - the different programs

trust and participation from

Allow members to review topics for future discussion and invite community speakers to meetings

## Sun Metro Citizen Advisory Committee

Improve on-time performance and reduce excessively long

routes

**Key Insights** 



Helping people with disabilities whether visible or not and give back to the population

Accessibility & Inclusion

The committee can elevate rider stories, especially those with visible and invisible disabilities, and advocate for policy changes to expand reduced fare awareness and Lift accessibility

**ACCESSIBILITY** 

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

Reliability & Efficiency

The committee can surface community pain points on on-time performance, mini-routes, and service gaps to inform Sun Metro's operational priorities

Customer/ Rider Experience The committee can test and provide feedback on stops, hybrid meeting access, and rider engagement tools to ensure they reflect real rider needs



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Focus on customer service improvements and a positive rider experience

### Sun Metro Citizen Advisory Committee Key Insights



Encourage workshops where members can share ideas and empower the community

Collaboration with the City & Partners

The committee can connect Sun Metro with local organizations, schools, and businesses to strengthen partnerships Explore grant and funding opportunities, including for reduced or free fares

ACCOUNTABILITY

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

Funding & Resources

Optimize resources and minimize waste while maintaining accessibility

The committee can advocate for grant opportunities and policy support by raising awareness with elected officials and community leaders

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Improve engagement between staff, members, and the community

# Sun Metro Citizen Advisory Committee

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**Key Insights** 

Making the transit more of an option not a choice.
Making it attractive

Use studies, research, and historical data to guide decision-making

The committee can promote walkability, biking, and transit in their communities, encouraging cultural change toward sustainable mobility

Ridership Growth

> Datainformed Decisions

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

Environmental Responsibility

**STRATEGIC GROWTH & SUSTAINABILITY**How might we position Sun

Metro as a driver of economic mobility and environmental resilience?

The committee can highlight Sun Metro's green efforts (electric/efficient buses, reduced emissions) and advocate for them in city-wide conversations

Long-Term Planning

The committee can identify high-demand areas in their districts (business, education, housing) and propose pilot routes or mini-routes for Sun Metro to explore

Identify short-term priority projects while staying focused on long-term sustainability





### 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?







### 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



# Purpose

- A. The SMCAC shall act as an **advisory body to the Mass Transit Department Board** and may advise it on any matters over which the Board has authority.
- B. The committee may from time to time recommend such general studies of existing Department facilities and operations as may be useful in **keeping the** mass transit system efficient and adequate to meet the needs of the City.
- C. The committee **may prepare and provide a written annual repor**t to the Board, reviewing the operations of the Department and shall make such recommendations to the Board regarding the operations of the Department as the committee considers necessary and appropriate. If a report will be provided by the committee, it shall be presented at a meeting of the Board held during the month of March.

### 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

**EXAMPLE 1:** Through focused **advocacy** and **accountability**, the Citizen Advisory Committee provides a trusted voice to help position Sun Metro as a driver of **sustainable growth** and **accessible** rider-centered services for the El Paso community.

**EXAMPLE 2:** The Sun Metro Citizen Advisory Committee

advocates for accessible and sustainable growth to ensure

future transit service delivery is responsive to the needs and

voices of our community.