



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



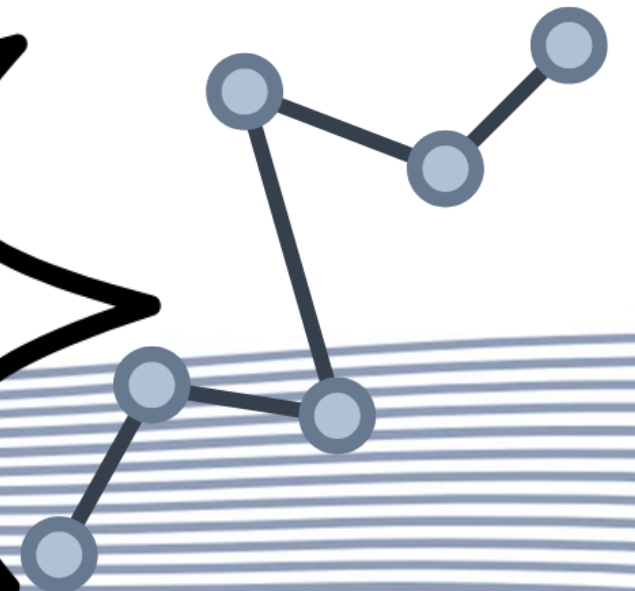
**One-on-one meetings
with the SMCAC
members**



**9 listening sessions with
5+ hours of conversations**



**Over 375 data points
captured during initial
conversation**



Human-Centered Design

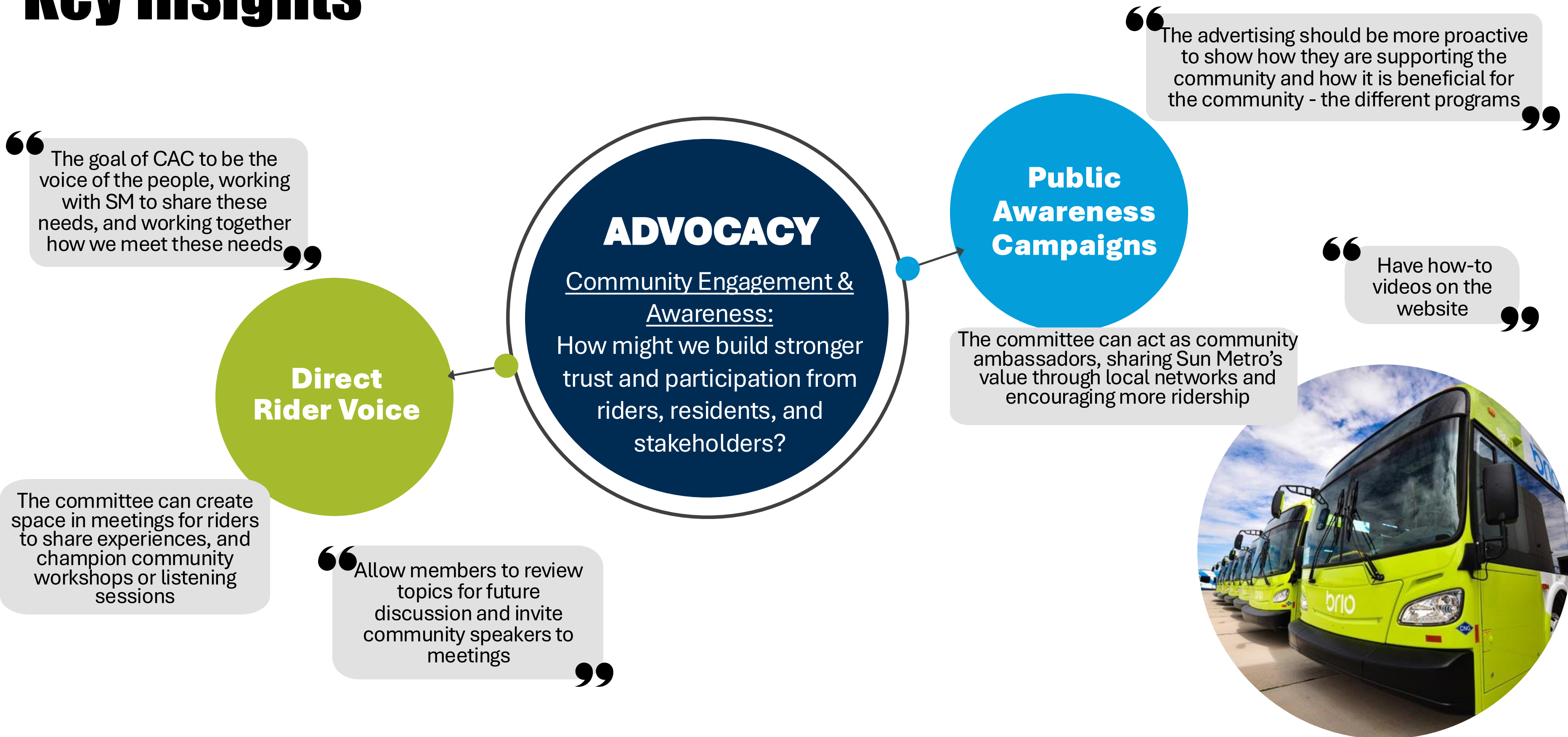
Understanding the SMCAC Experience

"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.
<https://dschool.stanford.edu/tools/how-might-we-questions>

Sun Metro Citizen Advisory Committee

Key Insights



Sun Metro Citizen Advisory Committee

Key Insights

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



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

“Focus on customer service improvements and a positive rider experience”



“Improve on-time performance and reduce excessively long routes”

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

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

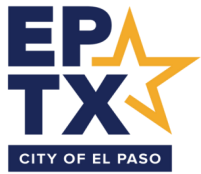


Sun Metro Citizen Advisory Committee

Key Insights



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Key Insights





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**

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 report** 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.*