



# Visioning Session

**Citizens Advisory Committee**

Sun Metro

May 13, 2026



# Approach Recap (2025)

## 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**

## *2026-2028 Strategic Plan Horizon*

### **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

- 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

- 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 7<sup>th</sup>-November 3<sup>rd</sup>
  - Reminder sent on October 20<sup>th</sup>

# Crafting a Vision Statement

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 respondents selected option 1**

# Crafting a Vision Statement

*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”***

# Crafting a Vision Statement

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

# On the Horizon

## 2026-2028 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 2026 SMCAC meetings