



January 28, 2026

SunLine: Rides Re-Imagined Board of Directors Presentation

Contents

- Introduction to JWA
- Study Process
- Planning for Access
- Project timeline
- Community Engagement
- Discussion

Our Mission:

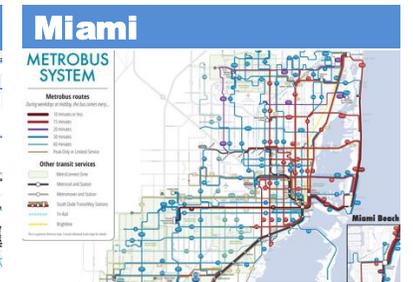
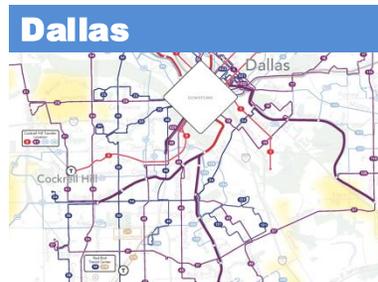
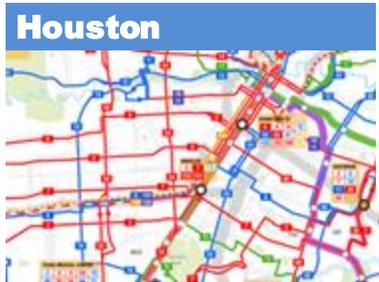


We foster clear
conversations about
transit, *leading to
confident decisions.*

About Us

- Network design and redesign
- Implementation support
- Service policy and branding
- Public-facing maps and information
- Other service planning issues

We don't just design networks. We tell fact-based stories about how a specific network will improve people's lives, and why everyone should care.

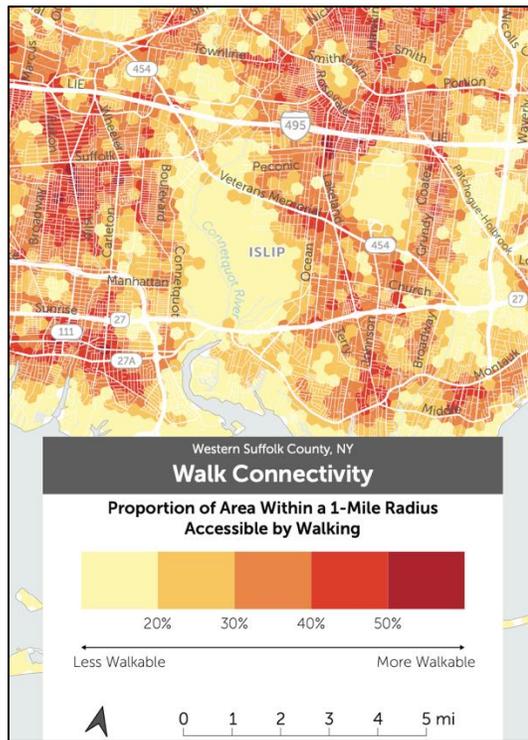


Our Track Record since 2011

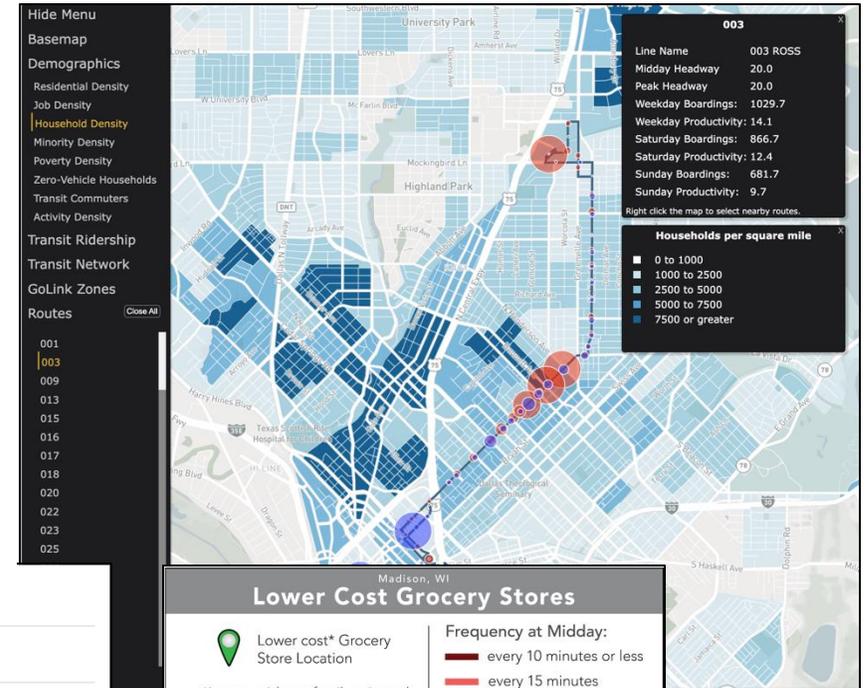
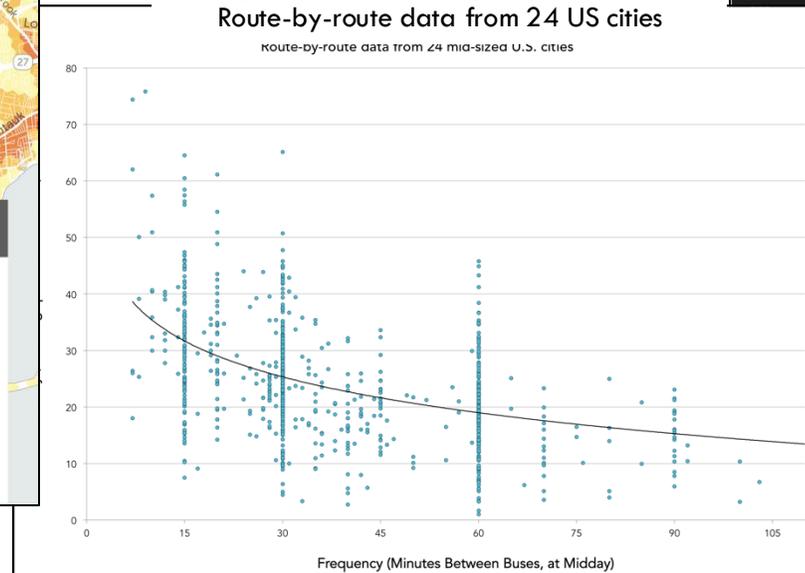


We want people to see ...

- Robust and creative maps
- Data viewer for online exploration →
- Analysis that reveals choices and impacts



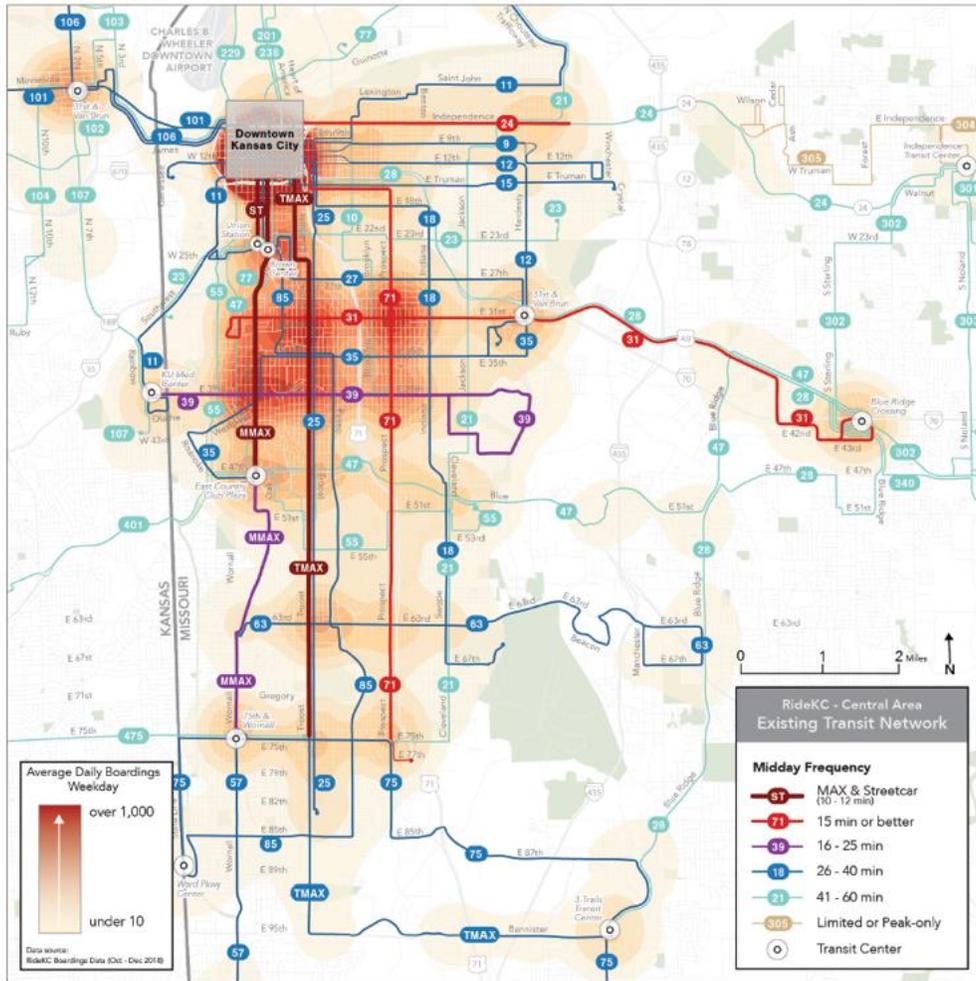
Higher frequency → higher productivity
Route-by-route data from 24 US cities



We want people to see

Our reports make sense even if you only look at the headings and pictures.

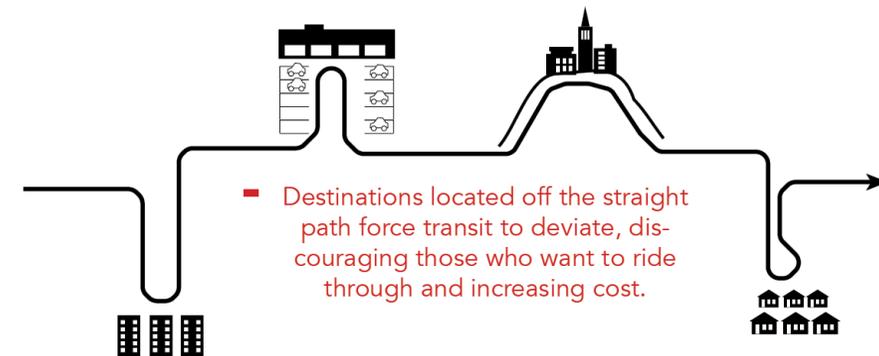
- We always draw frequency.
- We always provide explanations that help people see geometry.



LINEARITY Can transit run in reasonably straight lines?



+ A logical transit line is a direct path between any two destinations on it.

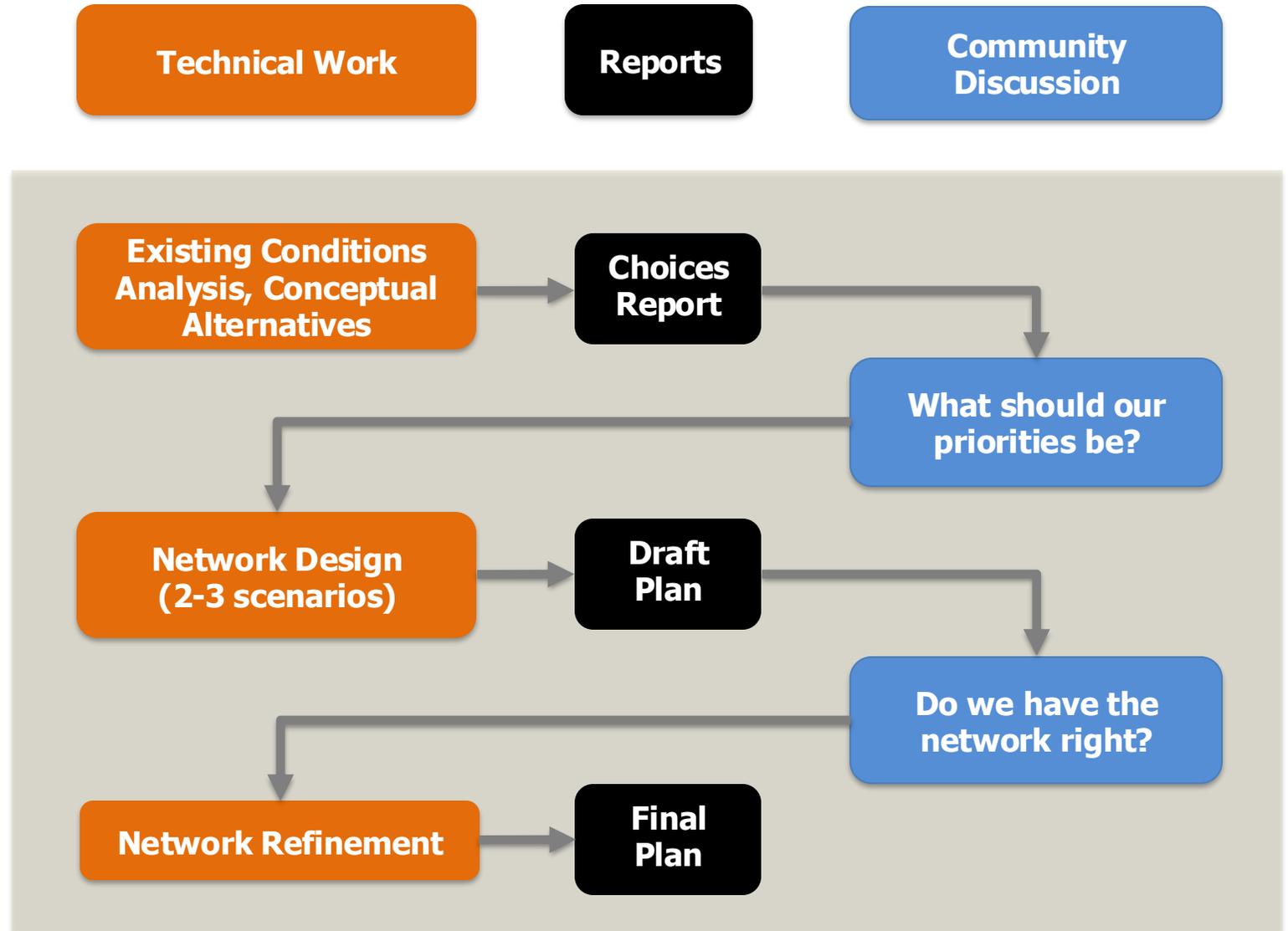


JARRETT WALKER + ASSOCIATES

Study Process: A Conversation

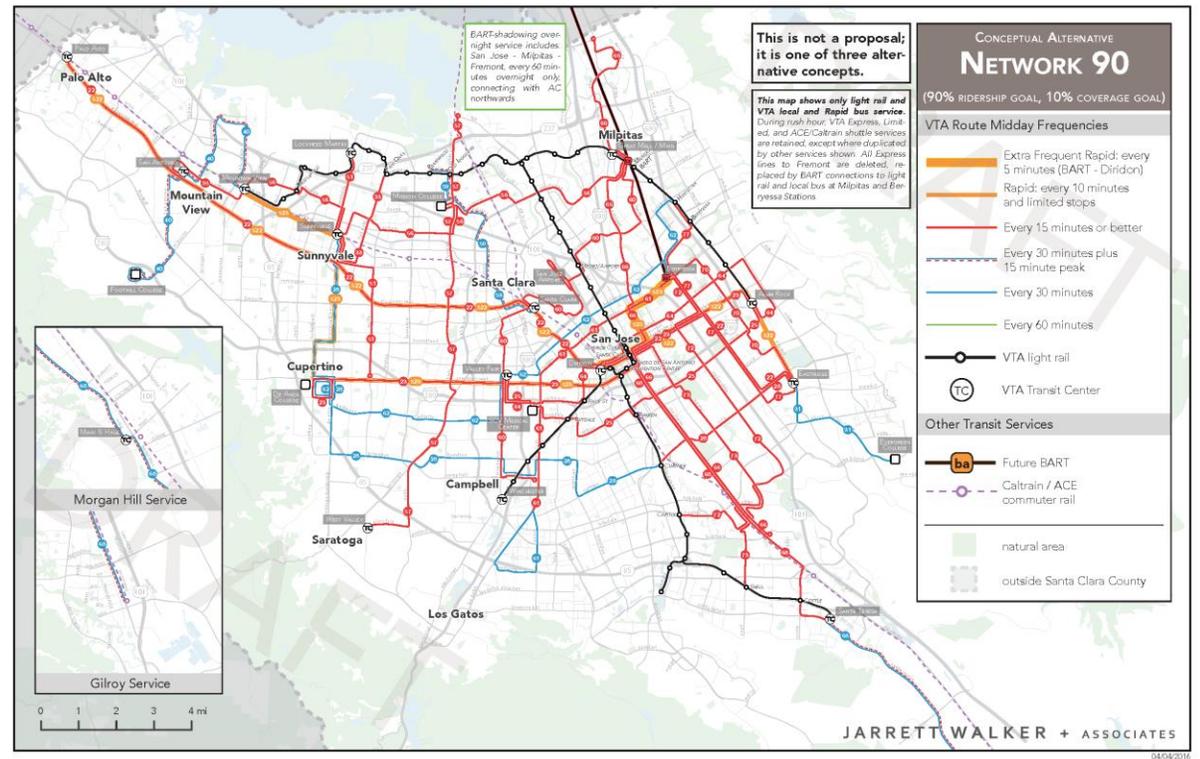
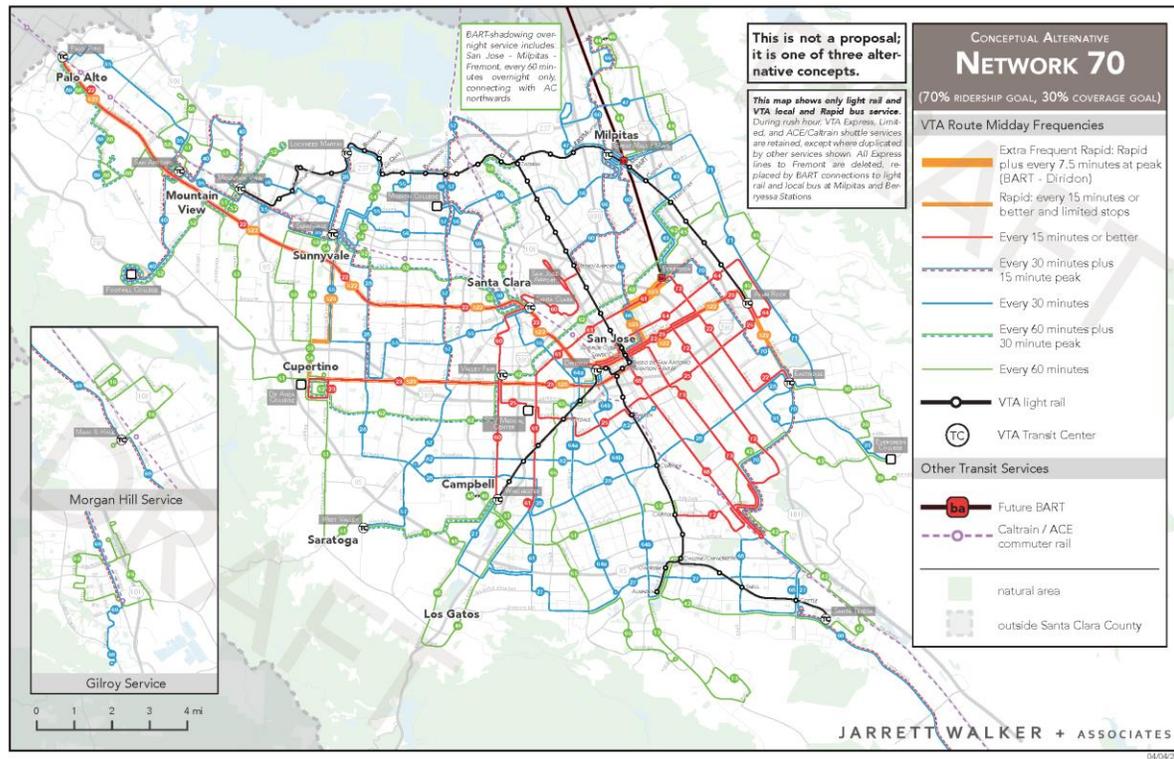
The Project is a Conversation

Our process builds on the interaction between the technical work and community conversations.



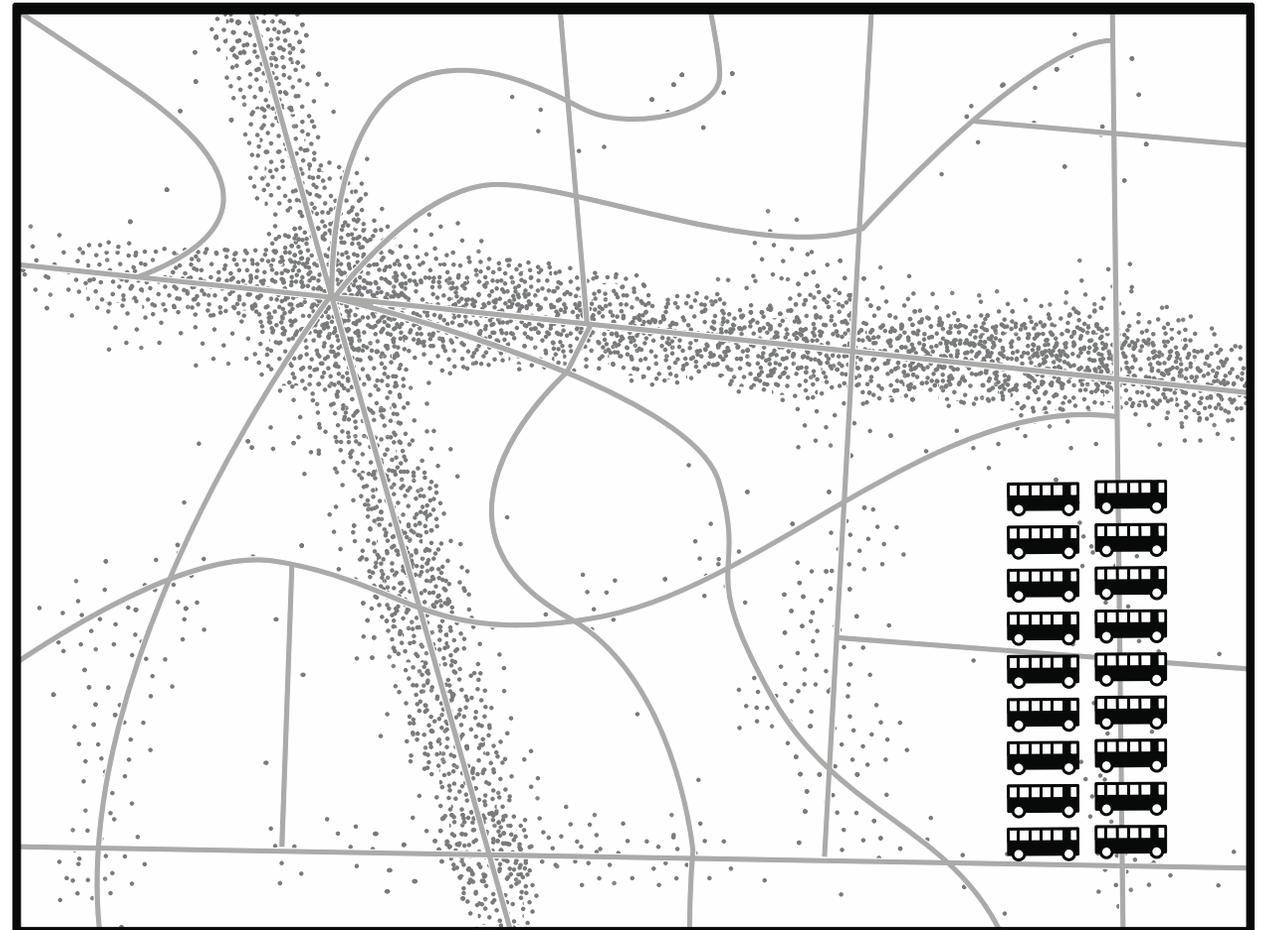
Maps will arouse controversy

- We need to be ready for the map to be controversial
- We can blunt this controversy by doing two phases
- First, go to the public with two maps, not one



How should a transit agency allocate its resources?

- Fictional urban area
- Dots = residents and jobs
- You have 18 buses



Ridership Goal “Maximum Ridership”

- Think like a business, *choosing which markets you will enter.*
- The straight lines offer density, short walks, and an efficient transit path, so you focus service there.
- Because all 18 buses are focused on few lines, they are frequent.

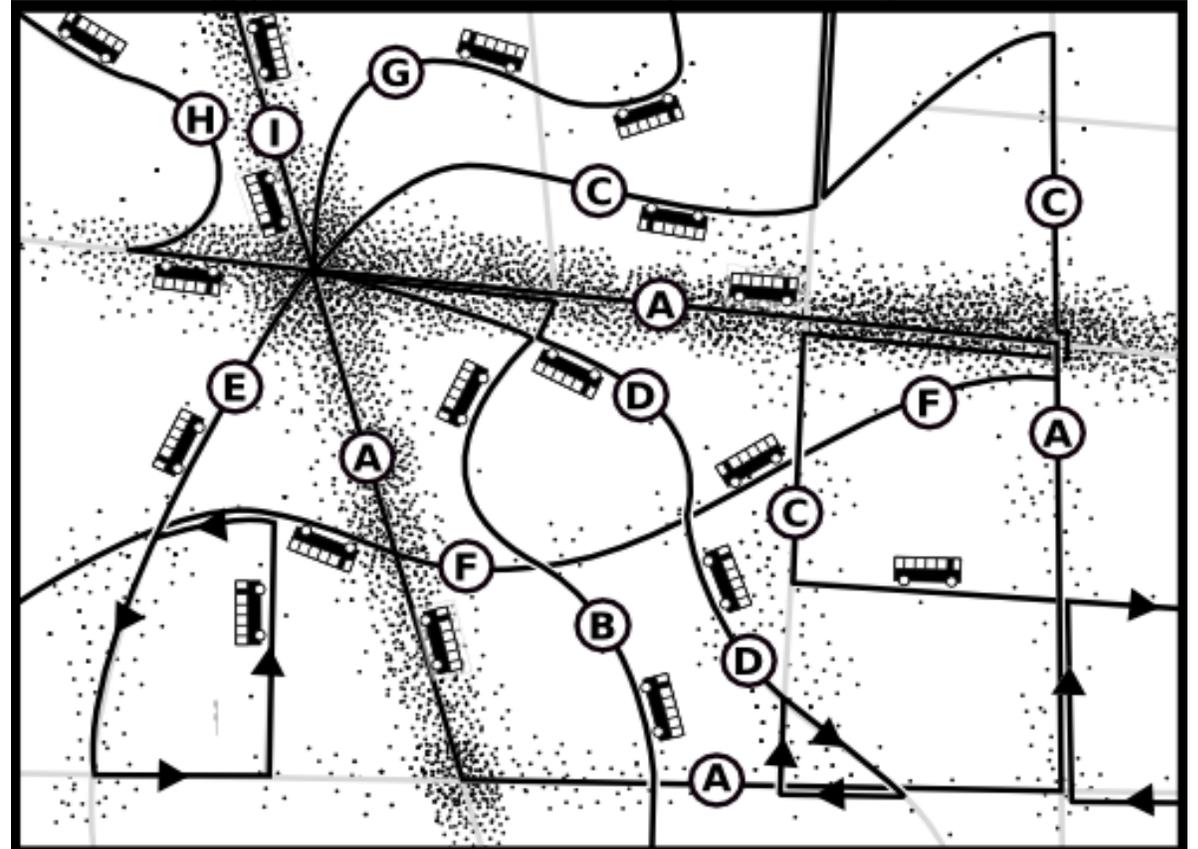


Performance Measure: *Productivity*

Ridership relative to cost.

Coverage Goal “Some service for everyone”

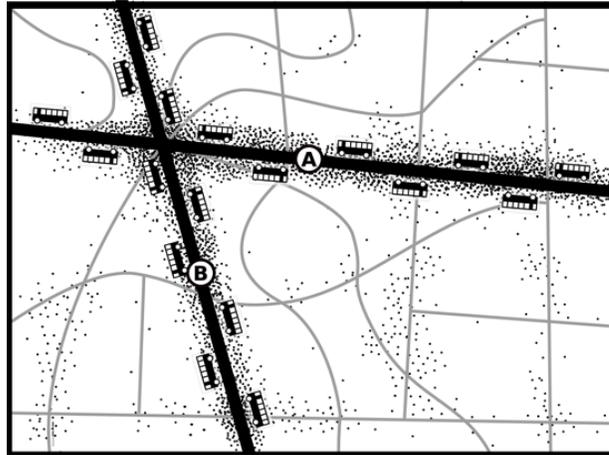
- Think like a government service. Try to serve everyone, *even those in low density areas that are more expensive-to-serve.*
- The result is more routes covering everyone, but less frequency, more complexity, and lower ridership.



Performance Measure: *Coverage*

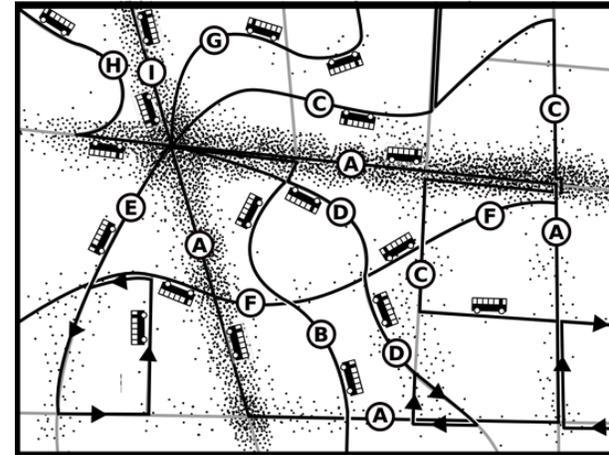
% of population and jobs near some service.

Both goals are important, ... but they lead in opposite directions!



Ridership Goal

- *"Think like a business."*
- Low subsidy, high farebox return.
- Support dense and walkable development.
- Maximize access to opportunities.



Coverage Goal

- *"Access for all"*
- Support low-density development.
- Lifeline access for everyone, no matter where they live.
- Service to every city or electoral district.

We want people to learn

Planning game workshops with stakeholders.



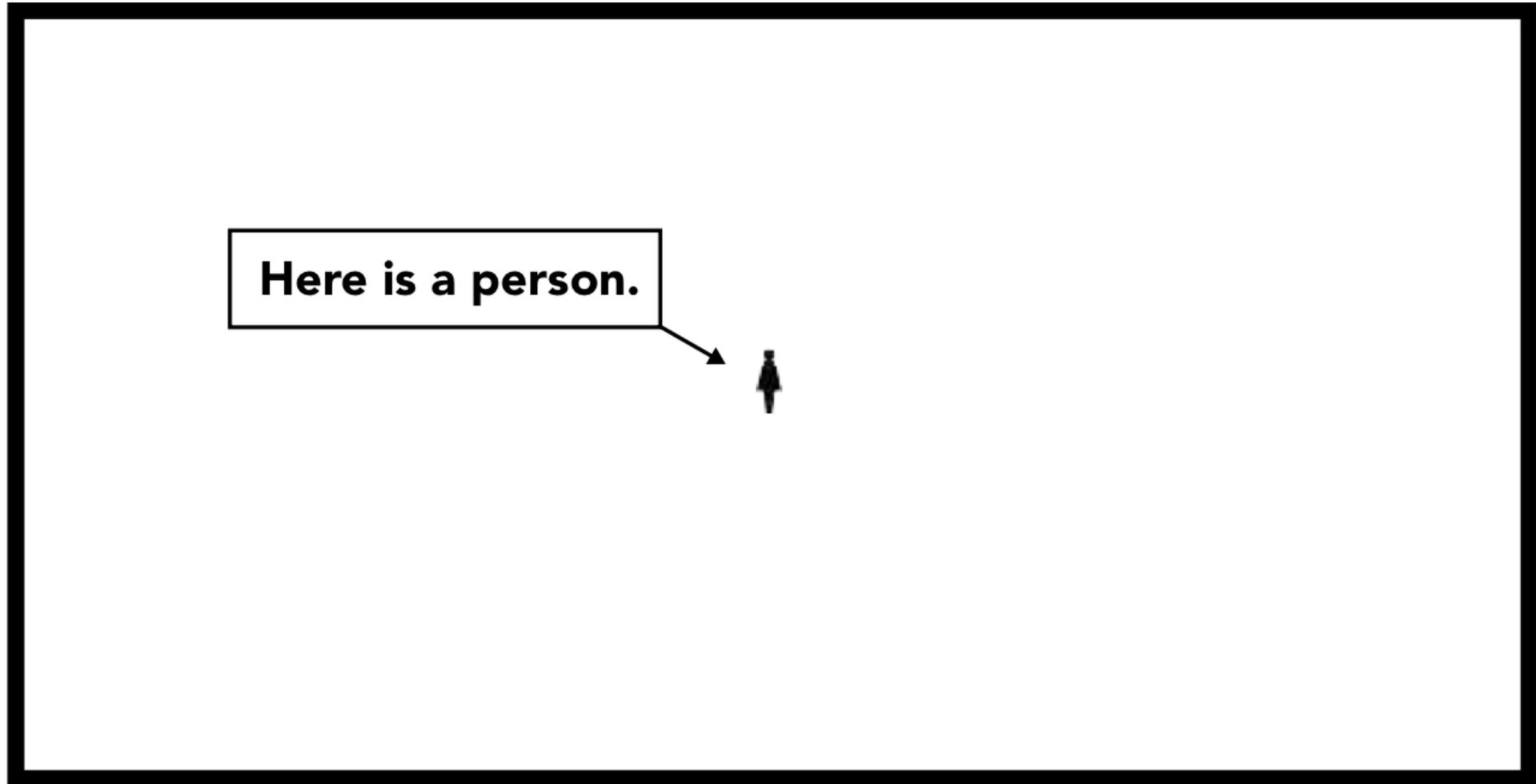
We want to collaborate...

Greensboro NC, Core Design Workshop

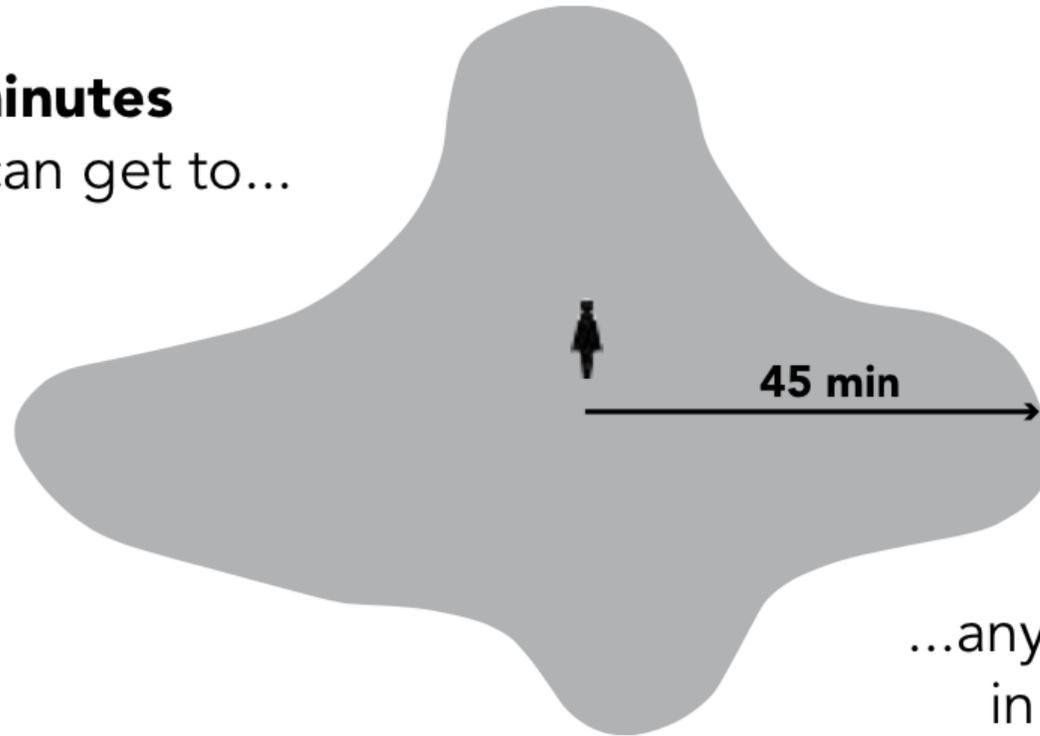


Planning for Access

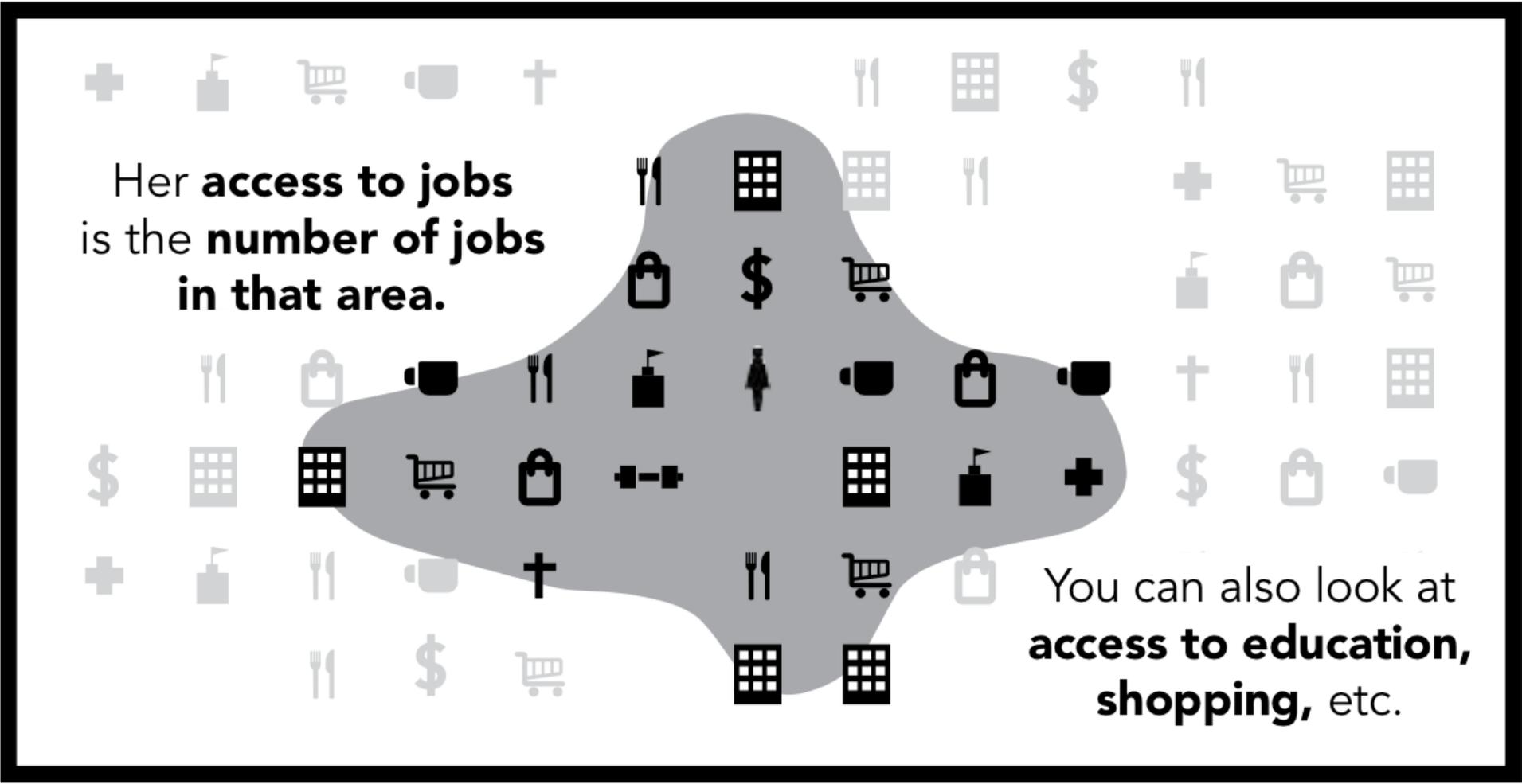
We plan for access...



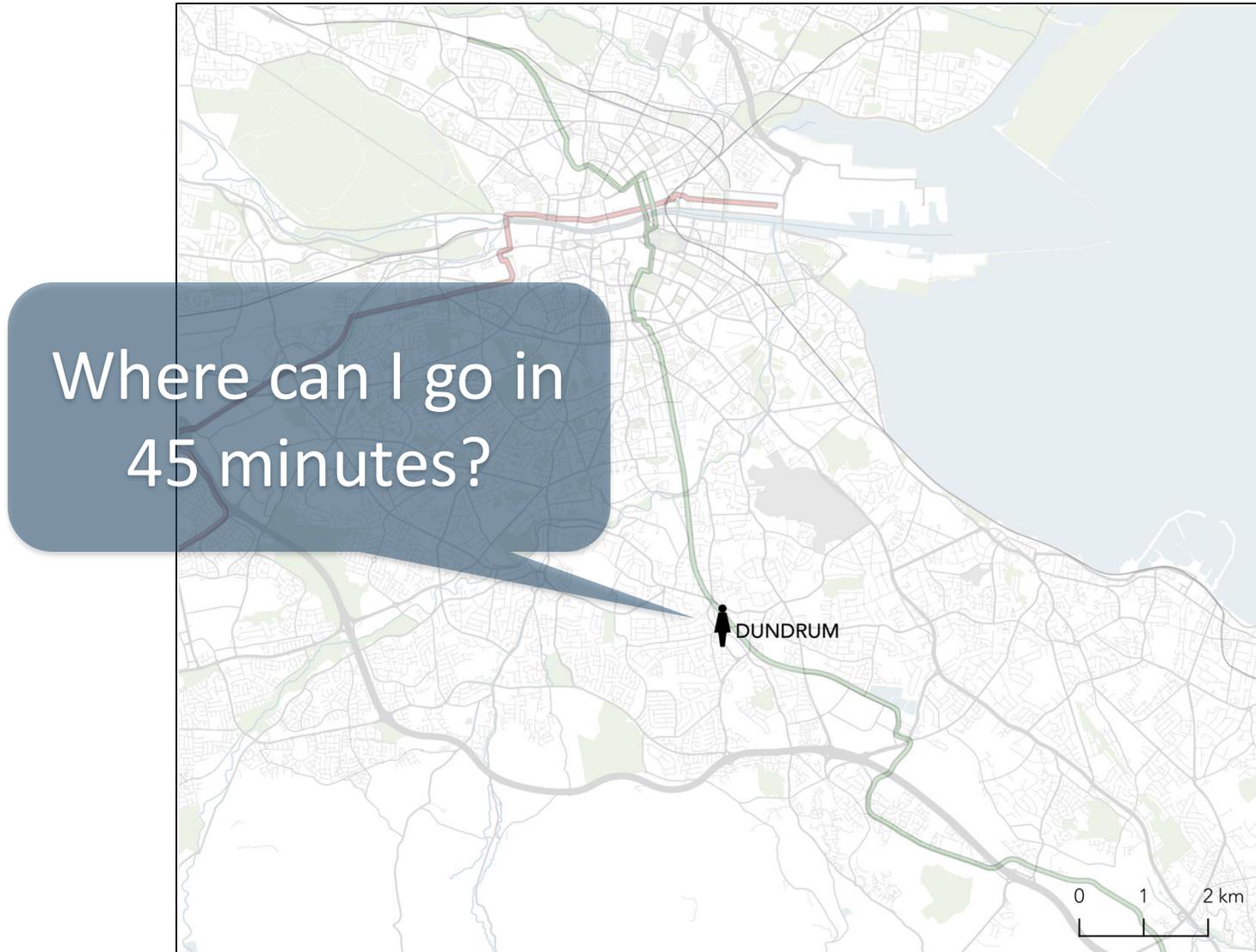
In **45 minutes**
she can get to...



...anywhere
in a **certain area.**

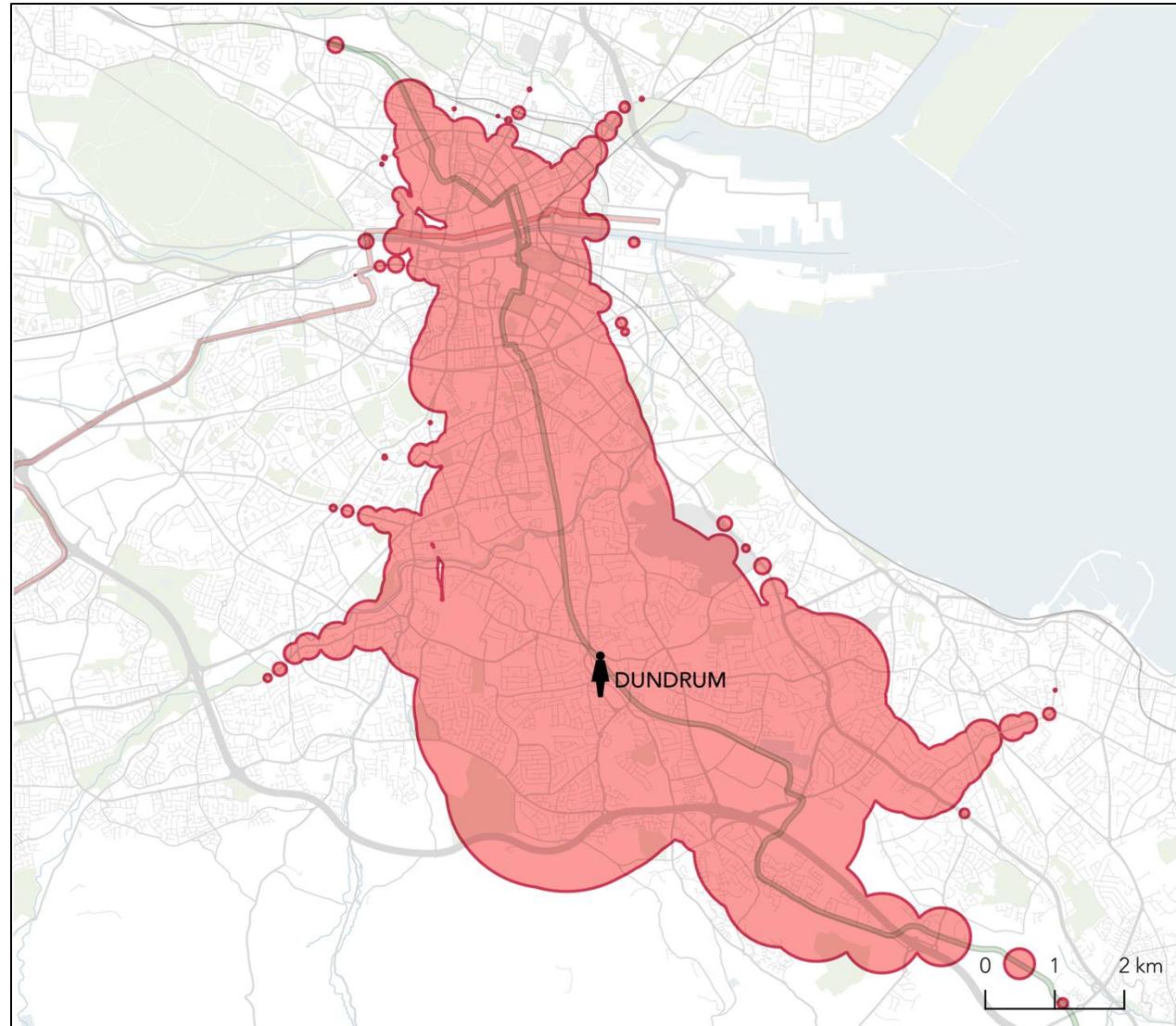


Visualizing the “wall around your life”

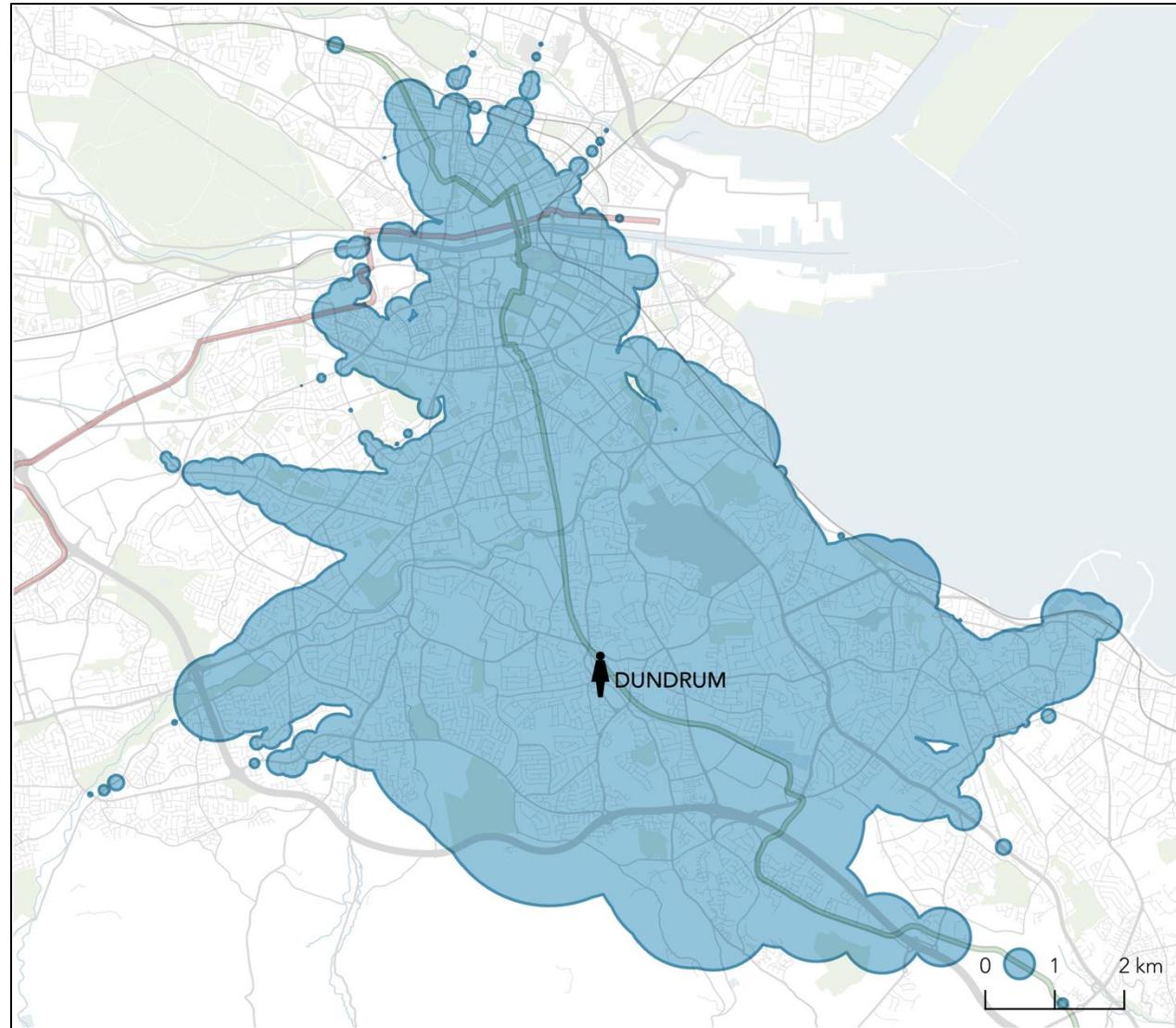


Example from
Dublin Network
Redesign, 2019

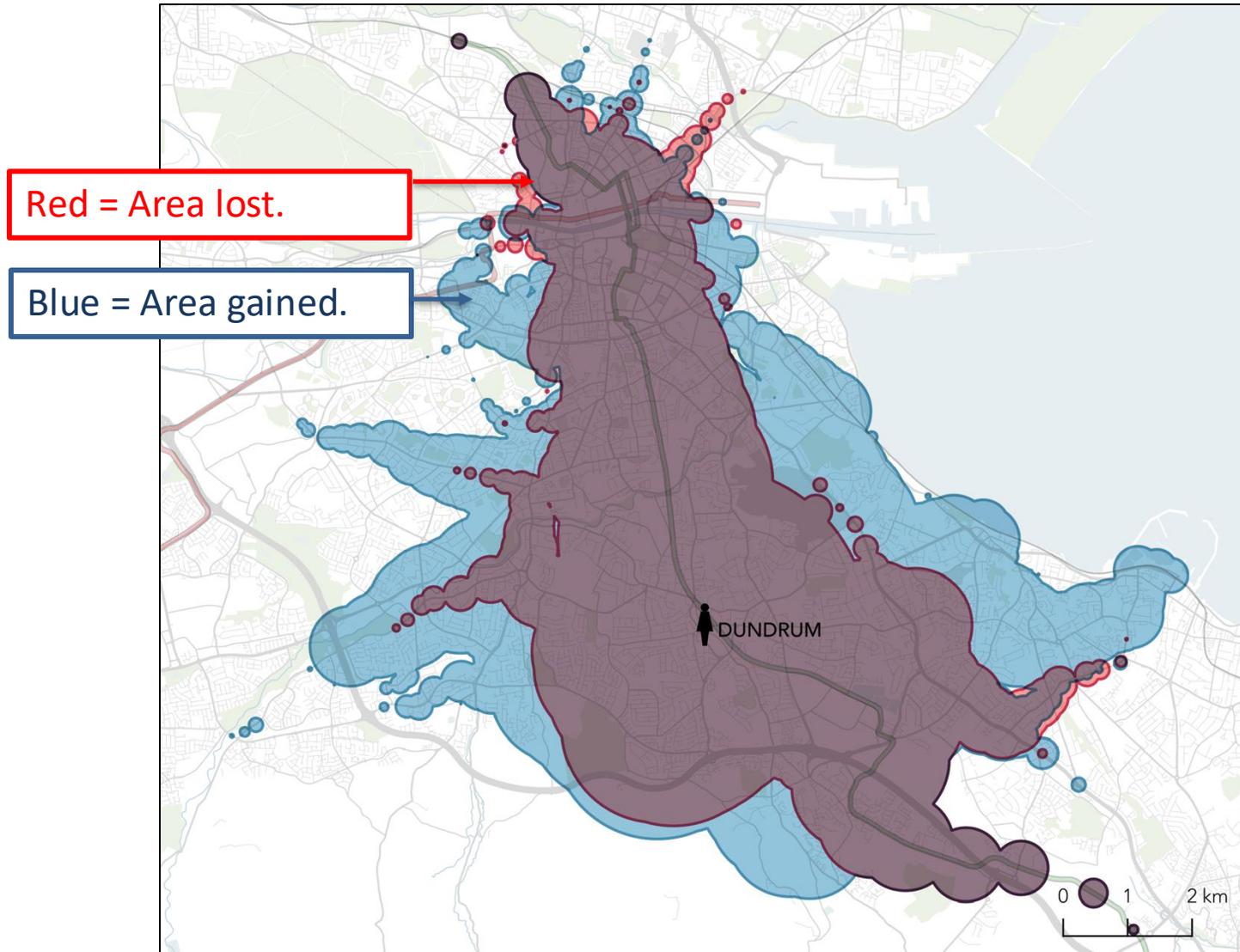
Existing network



Proposed network



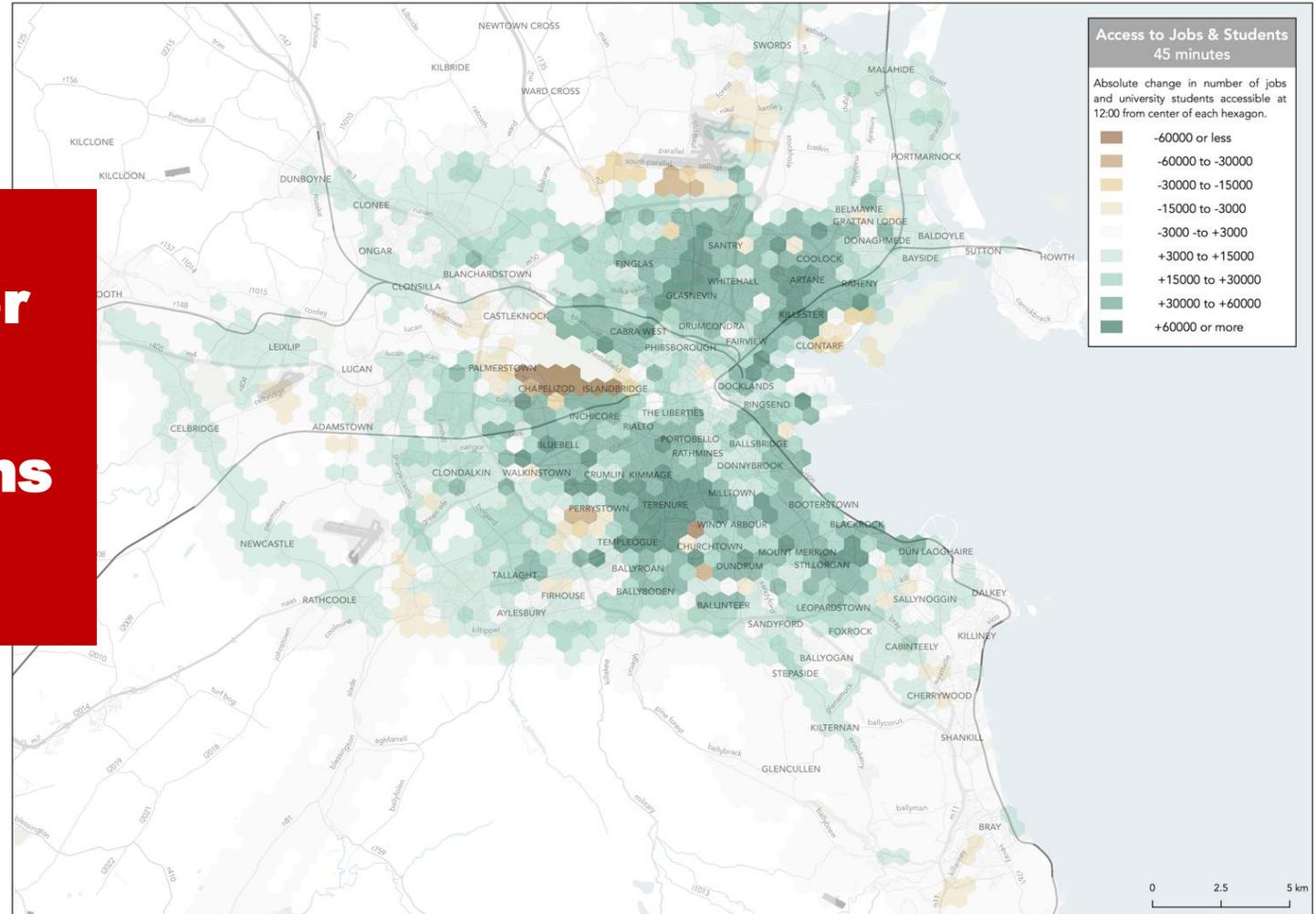
Jane can get to 25% more jobs*



Citywide Access

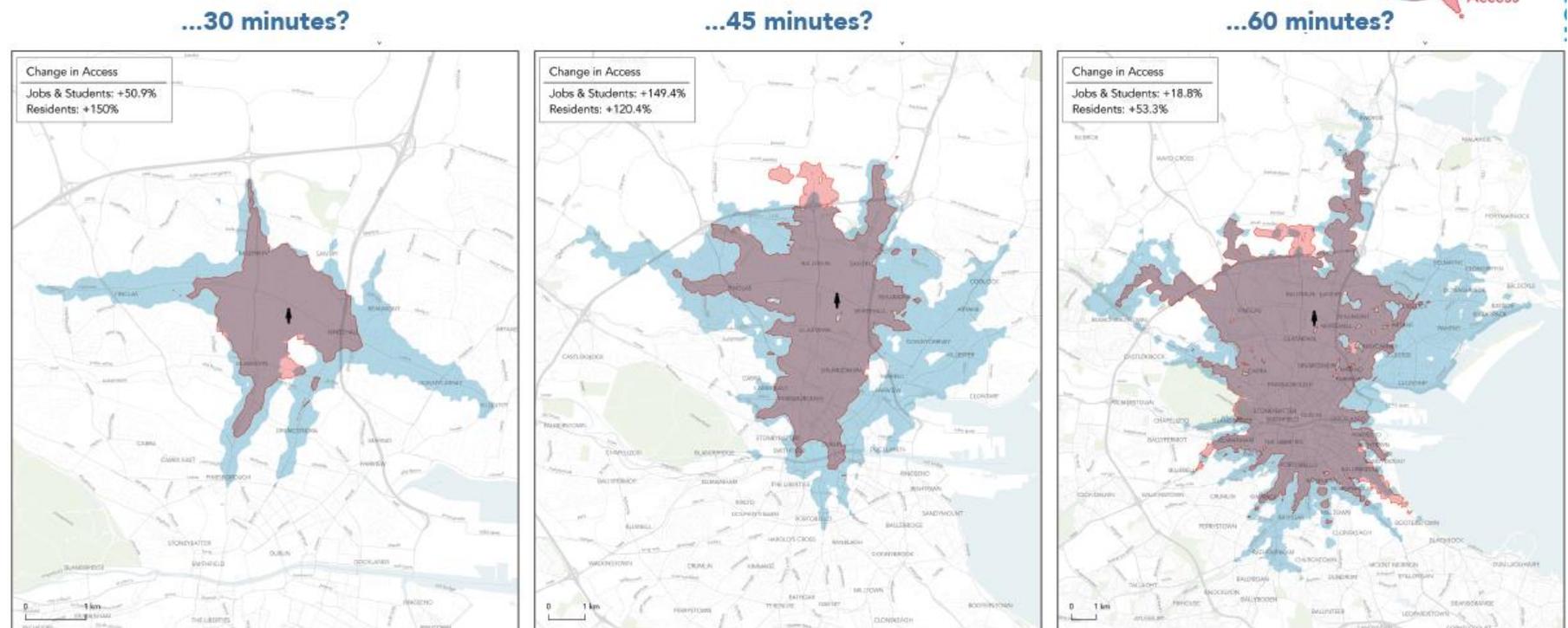
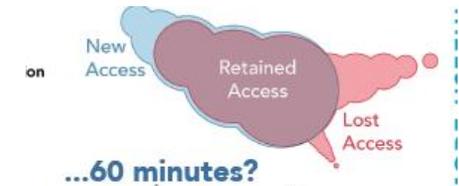
**The average Dubliner
can get to
20% more destinations
in 30 minutes.**

* Jobs and school used as proxy for all destinations.



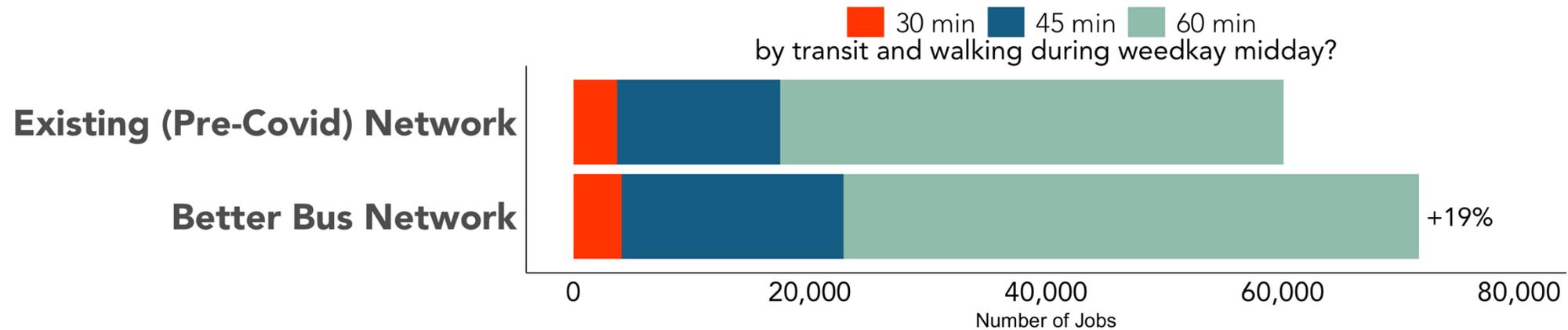
Access is 3 Things that People Care About

- How well the city functions in linking people to opportunity
- How likely each person is to find transit useful
- How free each person is

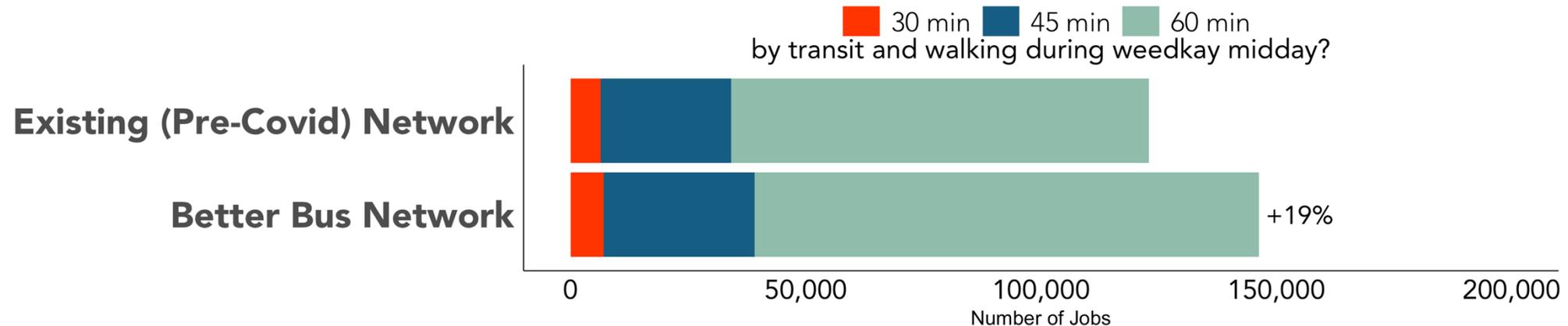


Access to Opportunities = Freedom

How many opportunities (jobs and services) can the average person in Doral reach in...



How many opportunities (jobs and services) can the average person in Hialeah reach in...



Access for Priority Groups

- Access findings are easily sliced by:
 - Race
 - Income
 - Existing riders
 - Member city.

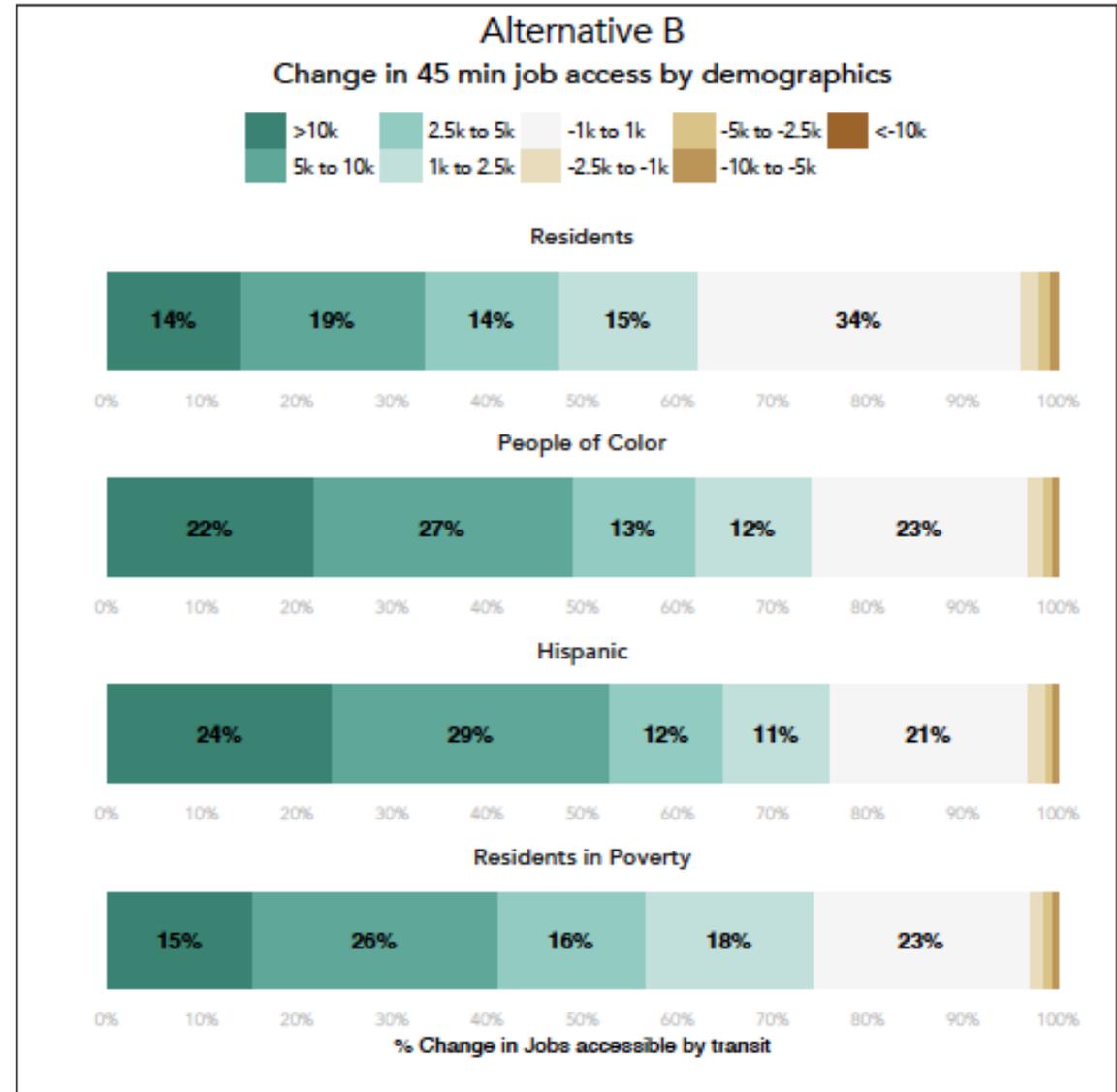


Figure 68: Alternative B, median change in access to opportunity by transit within 45 minutes by demographic group.

Where we are in the process?

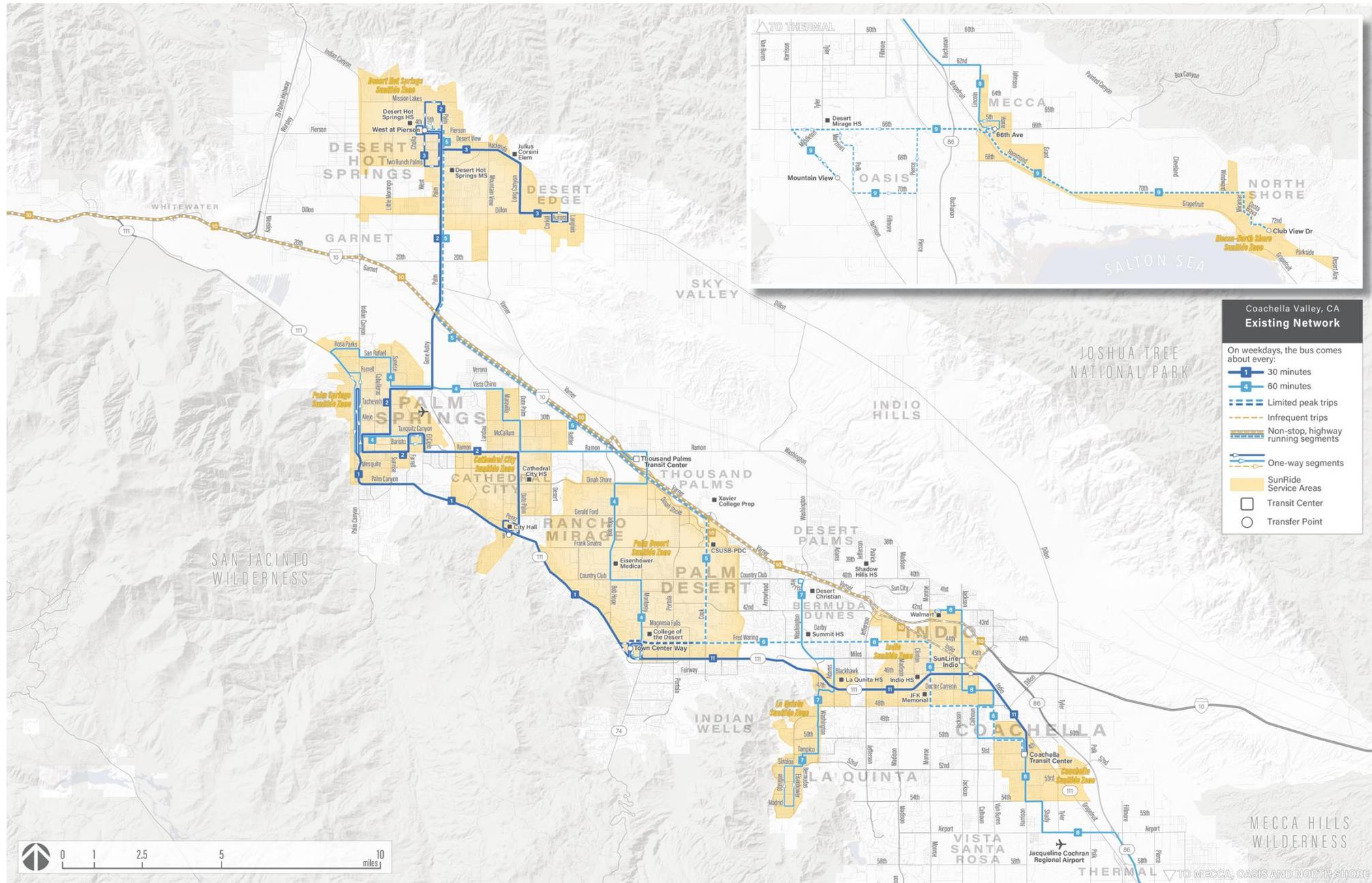
Where are we in the process?

- We are learning from the existing transit service and the transit market.
- We are starting to talk to the public and learn from their needs and experiences.

We are here



Existing Route Network



Not only where but also when...

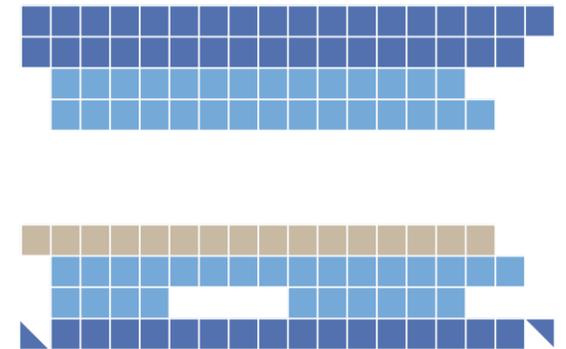
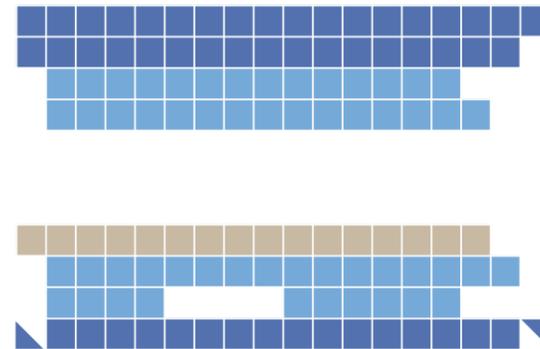
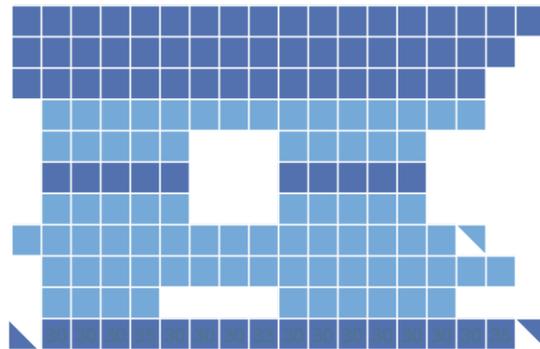
SunLine Fall 2025 Network

Transit comes about every:



Local Routes

- 1 WEST VALLEY
- 2 DESERT HOT SPRINGS / CATHEDRAL CITY
- 3 DESERT EDGE / DESERT HOT SPRINGS
- 4 PALM DESERT MALL / PALM SPRINGS
- 5 DESERT HOT SPRINGS / PALM DESERT MALL
- 5_6 5 / 6 COMBINED FREQUENCY
- 6 COACHELLA / PALM DESERT MALL
- 7 BERMUDA DUNES / LA QUINTA
- 8 NORTH INDIO / MECCA
- 9 NORTH SHORE / MECCA / OASIS
- 11 EV EAST VALLEY



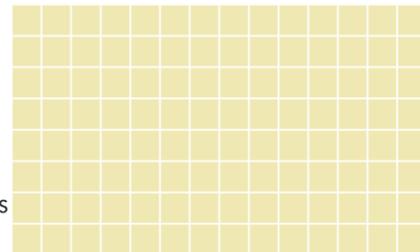
Commuter Routes

- 10 COMMUTER LINK SBTC

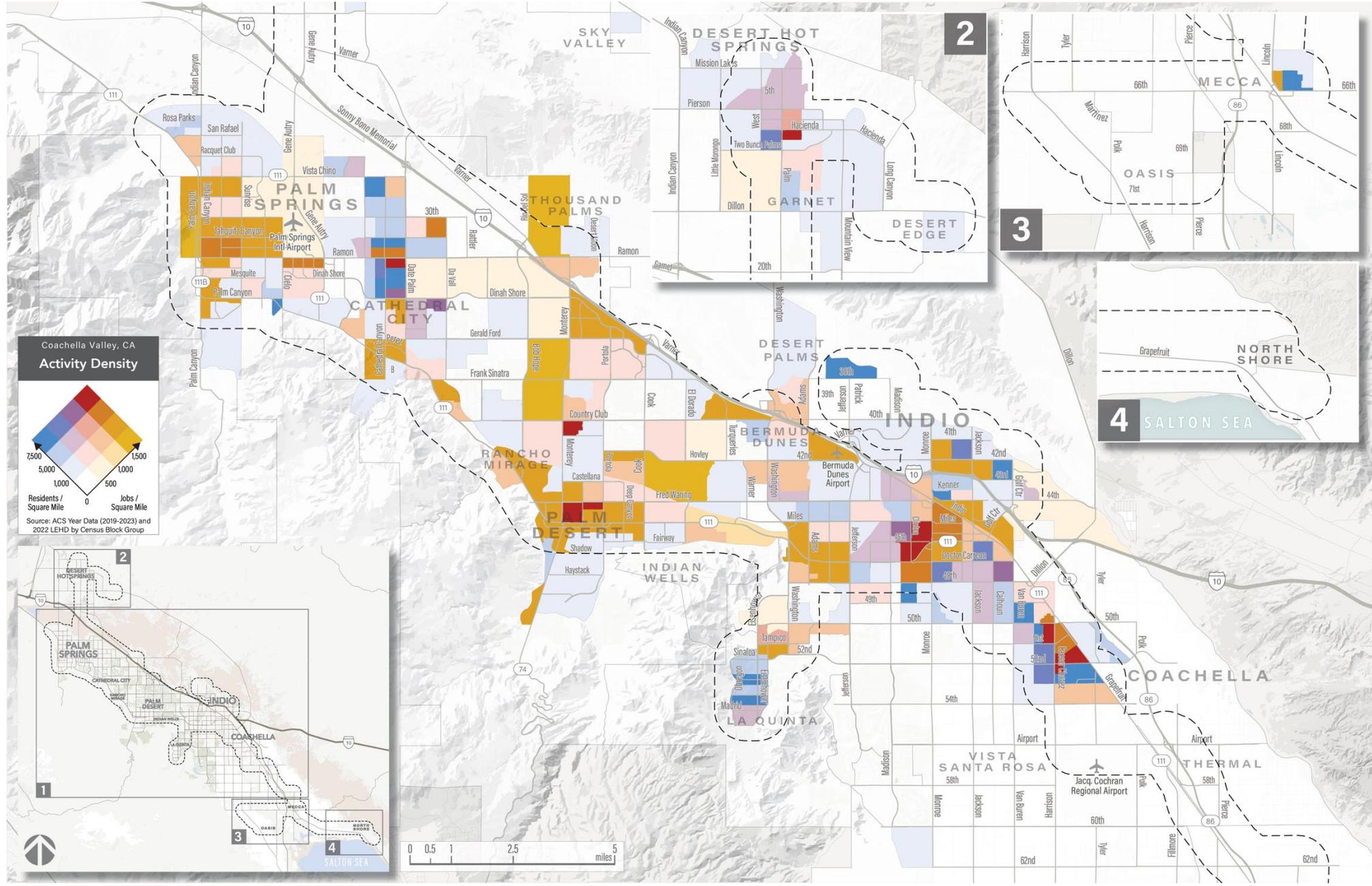


SunRide Zones

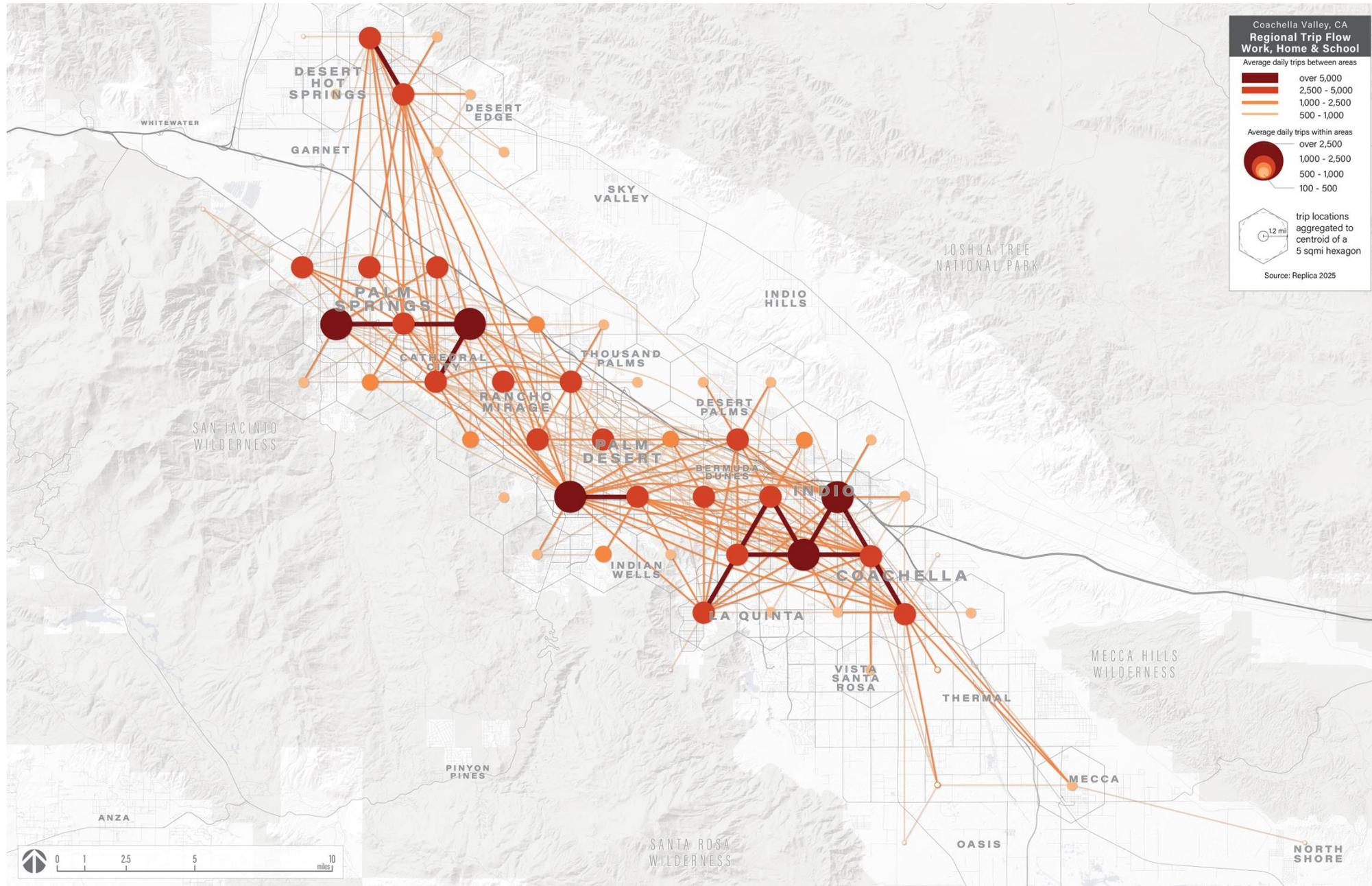
- CATHEDRAL CITY
- COACHELLA
- DESERT HOT SPRINGS - DESERT EDGE
- INDIO
- LA QUINTA
- MECCA - NORTH SHORE
- RANCHO MIRAGE - PALM DESERT - INDIAN WELLS
- PALM SPRINGS



Residential & Employment Density

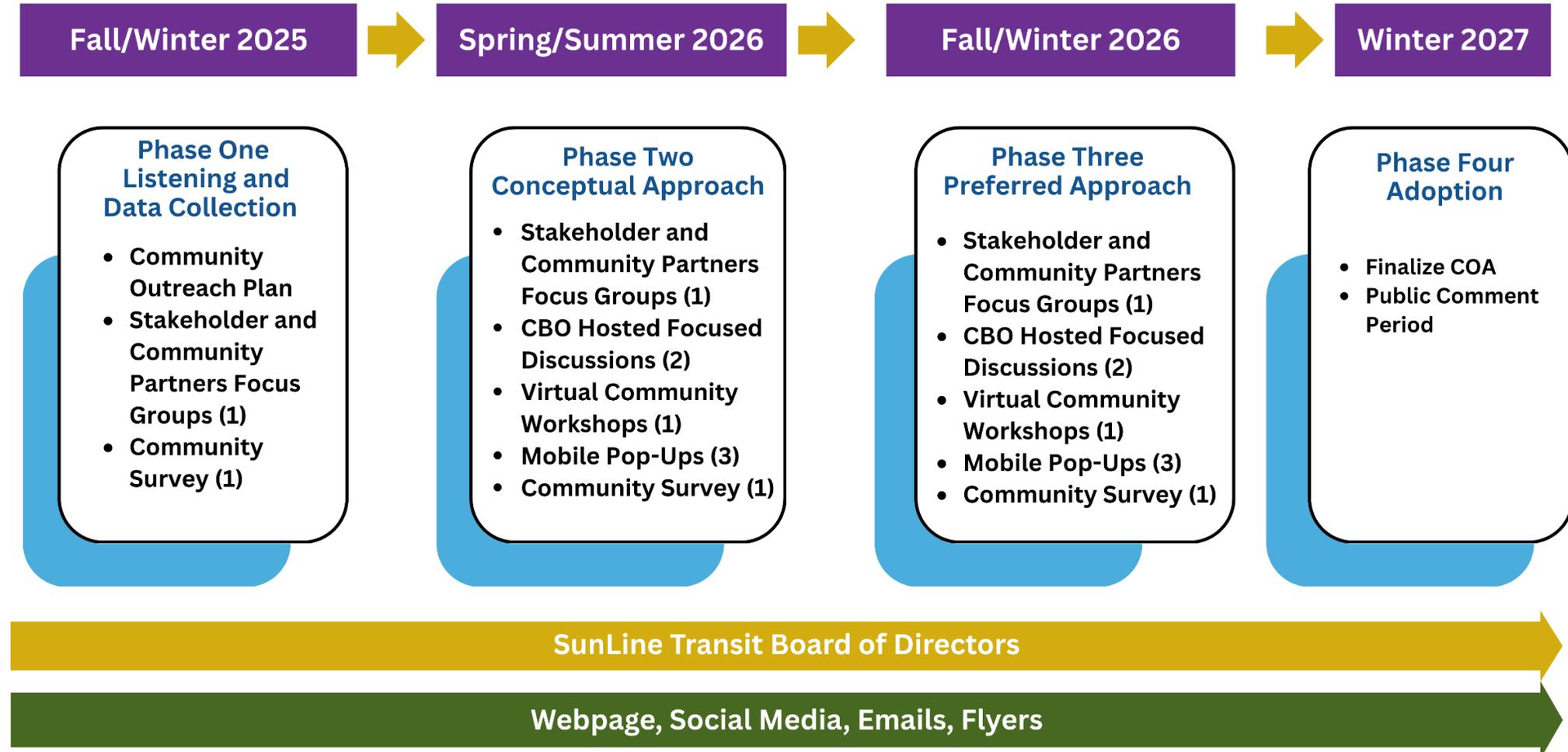


Work and School Travel Flows



Community Engagement Approach

Engagement Methods & Activities



Outreach Efforts

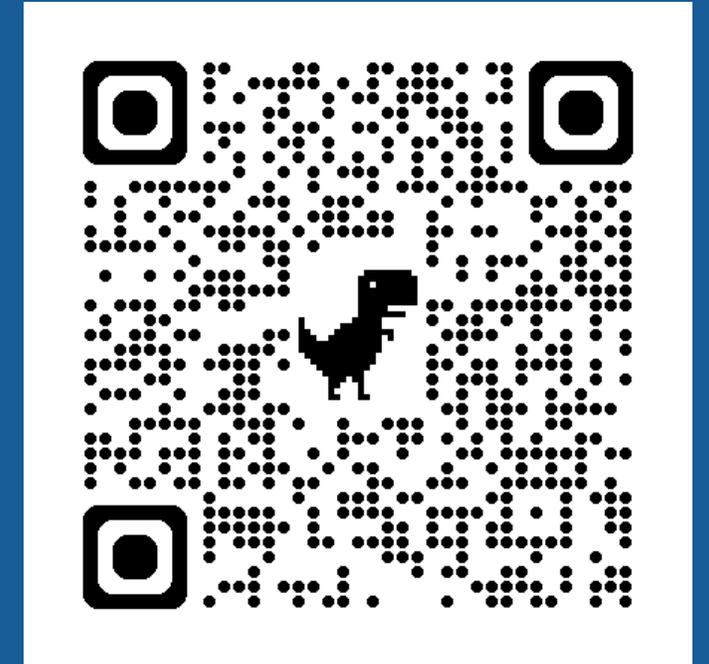
- Presentations and Survey Outreach:
 - **Civic and Government Meetings**
City and community council meetings, school boards, and sustainability commissions
 - **Community Organizations and Events**
Senior centers, civic groups, career/health fairs
 - **Transit Hubs and Stops**
- Media and Communications:
 - **Digital and Traditional Media**
Digital campaigns, social media, press release, radio ad
 - **Partner Communications**
Coordination with city PIOs and local organizations
 - **Print Materials**
Flyers at community centers and libraries



Community Survey

Take the project survey using the following QR code or the link below:

<https://www.surveymonkey.com/r/SunLineCOA1>



Survey Communications Materials

SunLine: Rides Reimagined

Together We Move Forward –
Your Voice Leads the Way.

**Provide Your Input
For A Chance To Win
A \$50 Gift Card!**

Whether you ride daily, occasionally, rarely, or not at all, your input makes a difference! Take our short, **5-7 minute** survey today and be entered **to win a \$50 gift card**:

Check caption for details!



SunLine: Rides Reimagined

Juntos Avanzamos –
Tu Voz Marca el Camino

**¡Comparte tu opinión y
participa para ganar una
tarjeta de regalo de \$50!**

¡Ya sea que uses el transporte público a diario, ocasionalmente, raramente, o nunca, tu opinión importa! Participa en nuestra breve encuesta de **5 a 7 minutos** hoy y tendrás la oportunidad de ganar una **tarjeta de regalo de \$50**:

Revisa la descripción para más detalles!



Survey Communications Materials

SunLine: Rides Reimagined

Together We Move Forward –
Your Voice Leads the Way.



SunLine is working with the community to take a fresh look at its bus network and how it serves the Coachella Valley.

Whether you ride often or not at all, your feedback helps us understand what's working and what needs to change.



Take our quick survey and enter to win a \$50 gift card!

SunLine: Rides Reimagined

Juntos Avanzamos –
Tu Voz Marca el Camino



SunLine está trabajando con la comunidad para reevaluar su red de autobuses y cómo esta sirve al Valle de Coachella.

Ya sea que viaje con frecuencia o nunca lo haga, sus comentarios nos ayudan a comprender qué funciona y qué necesita cambiar.

Escanéame



¡Participa en nuestra breve encuesta y entra para ganar una tarjeta de regalo de \$50!

SunLine: Rides Reimagined

Together We Move Forward –
Your Voice Leads the Way.



SunLine is working with the community to reimagine its bus network and better serve the evolving needs of the Coachella Valley. As the region grows and changes, SunLine: Rides Reimagined is exploring how transit can grow with it. Whether you ride daily, occasionally, rarely or not at all, your input makes a difference! Together We Move Forward – Your Voice Leads the Way. Visit sunline.org/rides-reimagined to learn more.

Take our short survey today:

surveymonkey.com/r/SunLineCOA1

It only takes about 5–7 minutes to complete — and when you do, you'll be entered for a chance to win one of three \$50 gift cards!



SunLine: Rides Reimagined

Juntos Avanzamos –
Tu Voz Marca el Camino



SunLine está trabajando con la comunidad para reinventar su red de autobuses y atender mejor las necesidades cambiantes del Valle de Coachella. A medida que la región crece y evoluciona, SunLine: Rides Reimagined está explorando cómo el transporte puede crecer con ella. Ya sea que viajes diariamente, ocasionalmente, rara vez o no viajes en absoluto, ¡tu opinión hace la diferencia! Juntos Avanzamos – Tu Voz Marca el Camino. Visita sunline.org/rides-reimagined para obtener más información.

Participe en nuestra breve encuesta hoy:
surveymonkey.com/r/SunLineCOA1es

Solo le tomará entre 5 y 7 minutos completarla. ¡Al hacerlo, participará en el sorteo de tres tarjetas de regalo de \$50



**Questions, comments and
feedback can be provided to:**

manuel@jarrettwalker.com

THANK YOU!