

SunLine: Rides Reimagined Phase 1 Update



Presented by:
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Planner



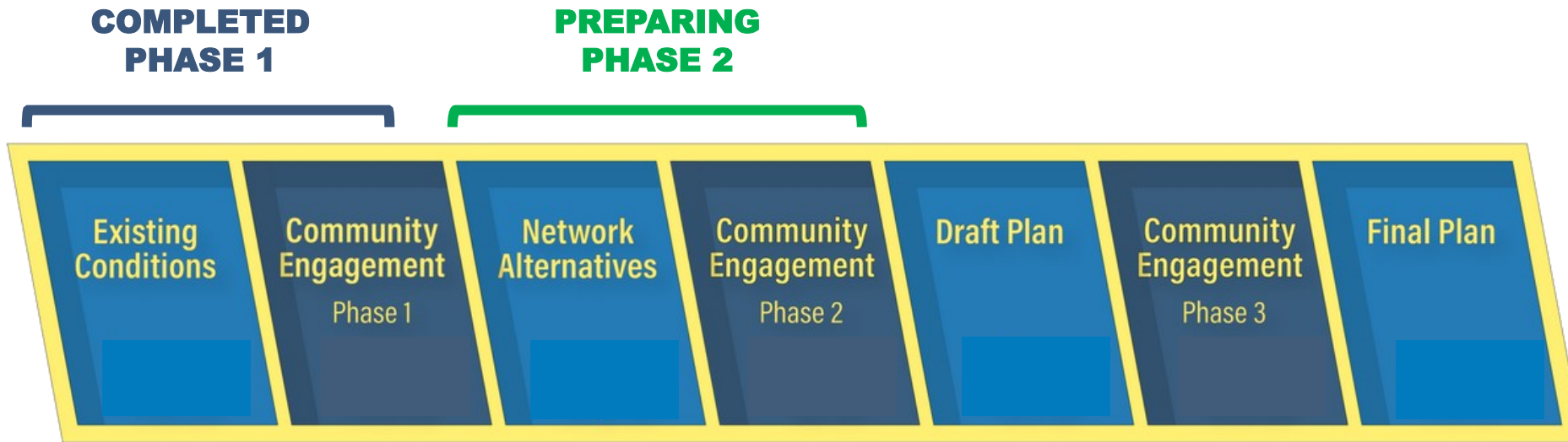
April 22, 2026

Overview

- Where We Are
- Phase 1 Survey Findings
- Stakeholder Workshop
- Network Design Retreat
- Next Steps



Where are we in the process?



Existing Conditions
Learn from the existing transit service and the transit market.

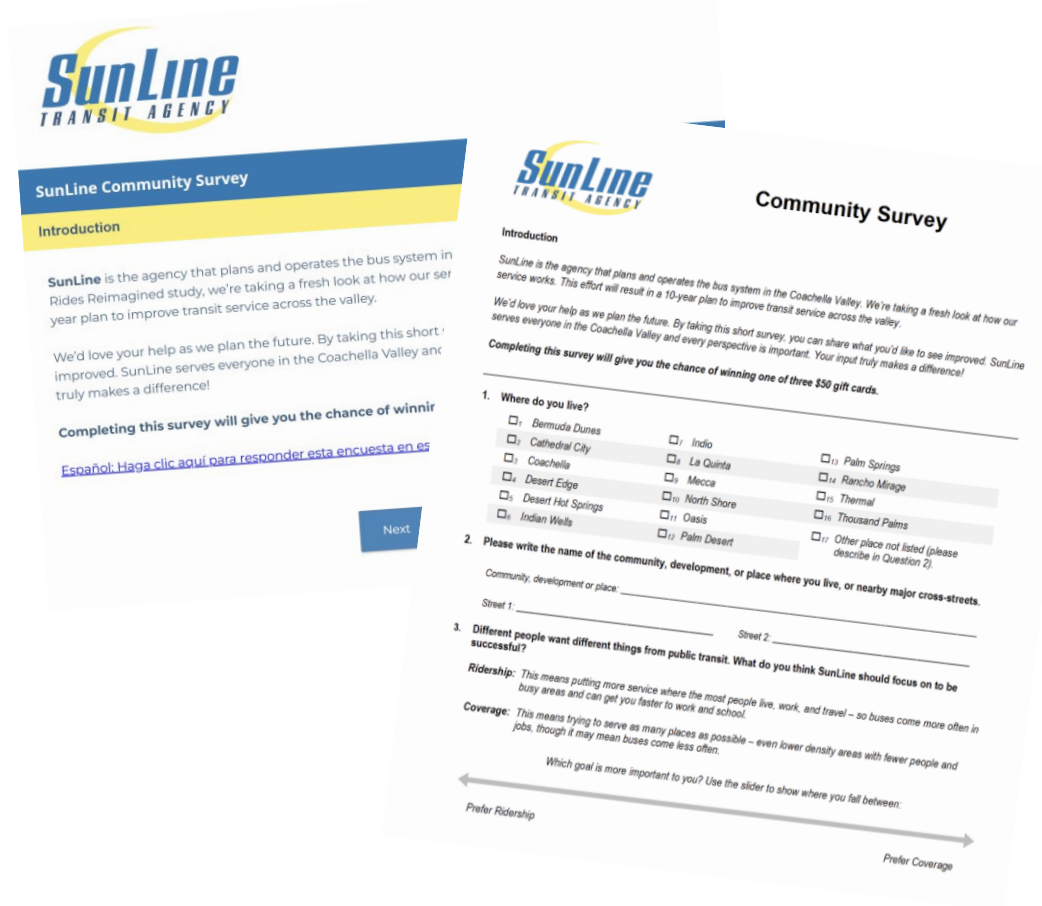
Community Engagement
Talk to the public and gather feedback on their needs and experiences.

Network Alternatives
Develop two contrasting network concepts – one prioritizing ridership and the other coverage.

Community Engagement
Talk to the public and gather feedback on how to preference for ridership or coverage.

Phase 1 Community Survey – Completed

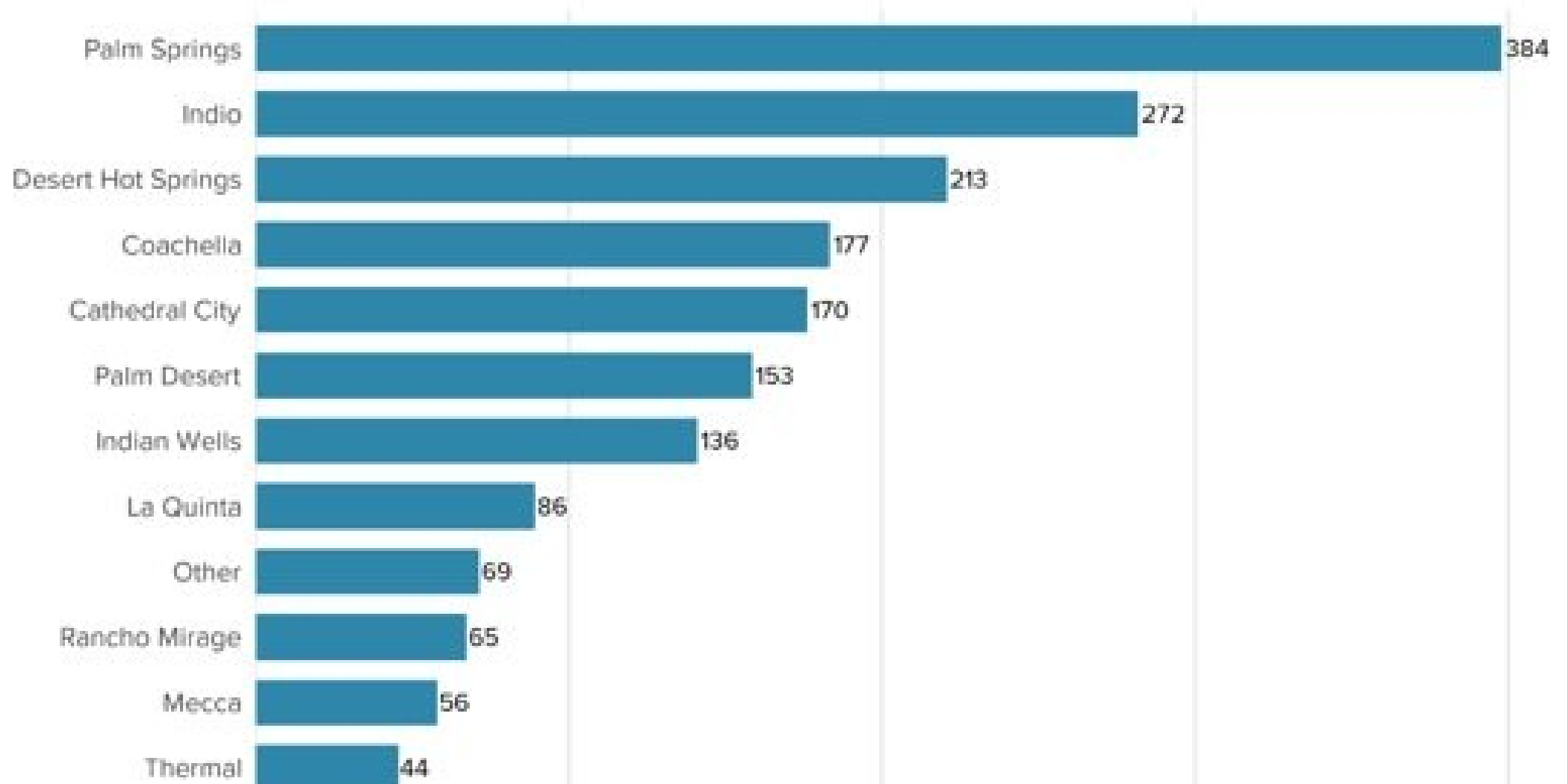
- December 10, 2025 – March 11, 2026
- Available online and in print
- Open to the entire Coachella Valley community
- Questions about mobility needs, travel patterns, and service priorities
- A series of trade-off questions on preferences for frequency (ridership) or coverage



Survey Findings

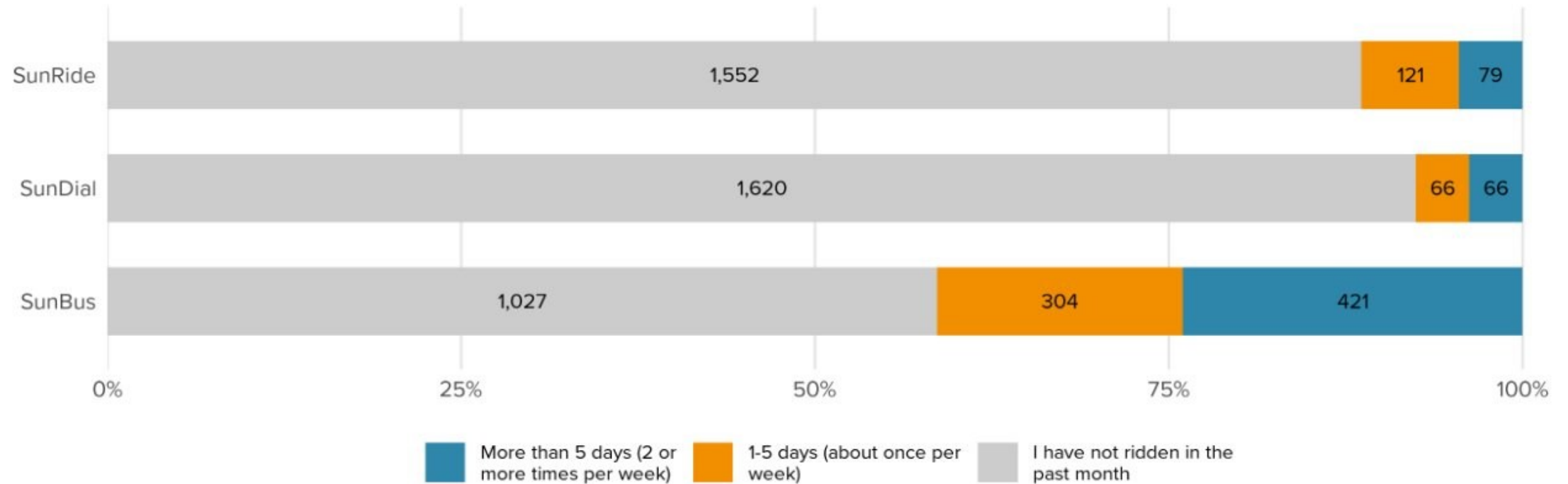
Where do you live?

n = 1930



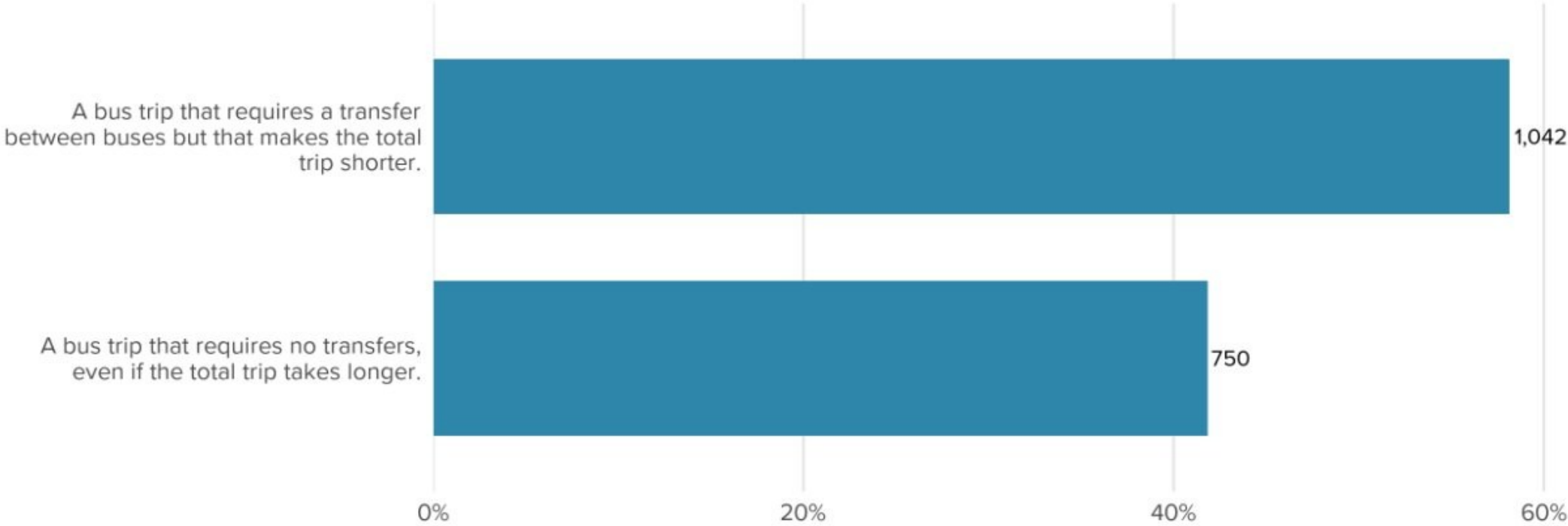
In the last month, how often did you use each service?

n = 1752



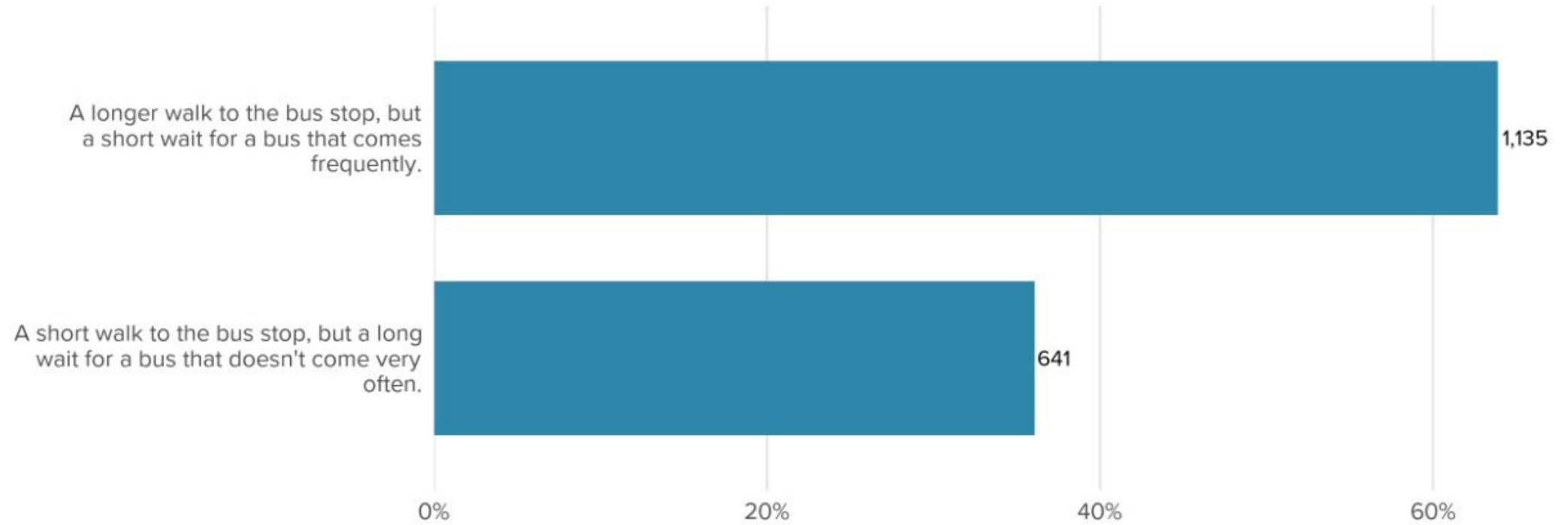
Transfer vs. direct trip

n = 1792



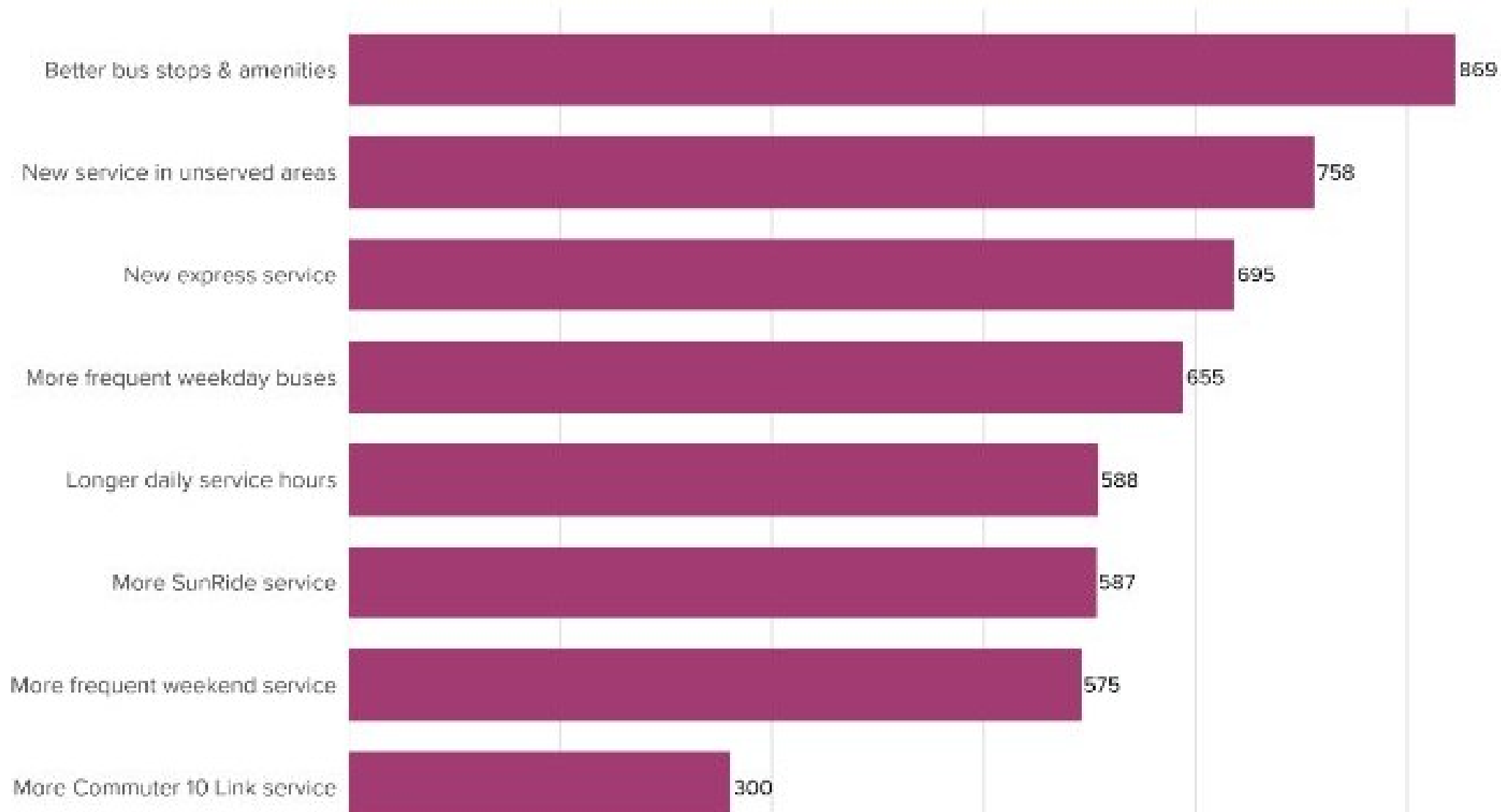
Longer walk vs. longer wait

n = 1776

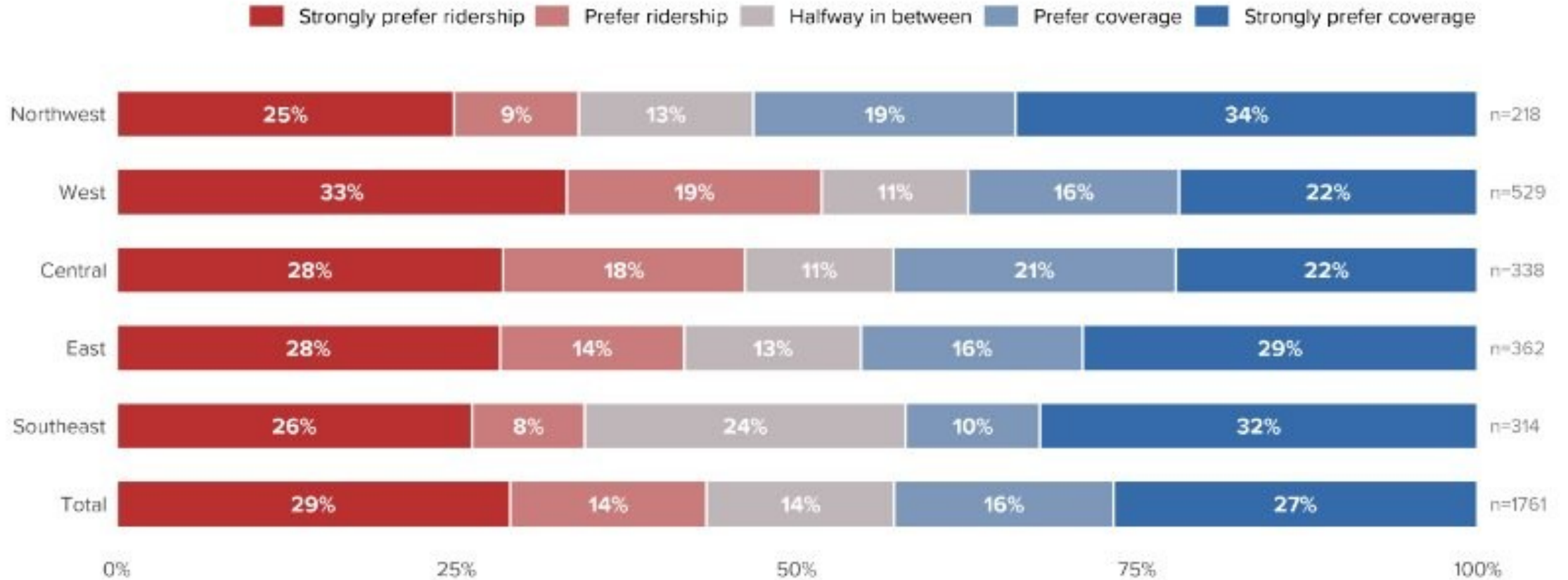


Where should SunLine invest additional resources?

Up to 4 selections per respondent | n = 1662



What goal is more important to you? By Zone



Northwest: Desert Hot Springs, Desert Edge

West: Palm Springs, Cathedral City,

Central: Palm Desert, Rancho Mirage, Indian Wells, Thousand Palms

East: Bermuda Dunes, La Quinta, Indio,

Southeast: Coachella, Thermal, Mecca, Oasis, North Shore



Stakeholder Workshop



Network Design Retreat

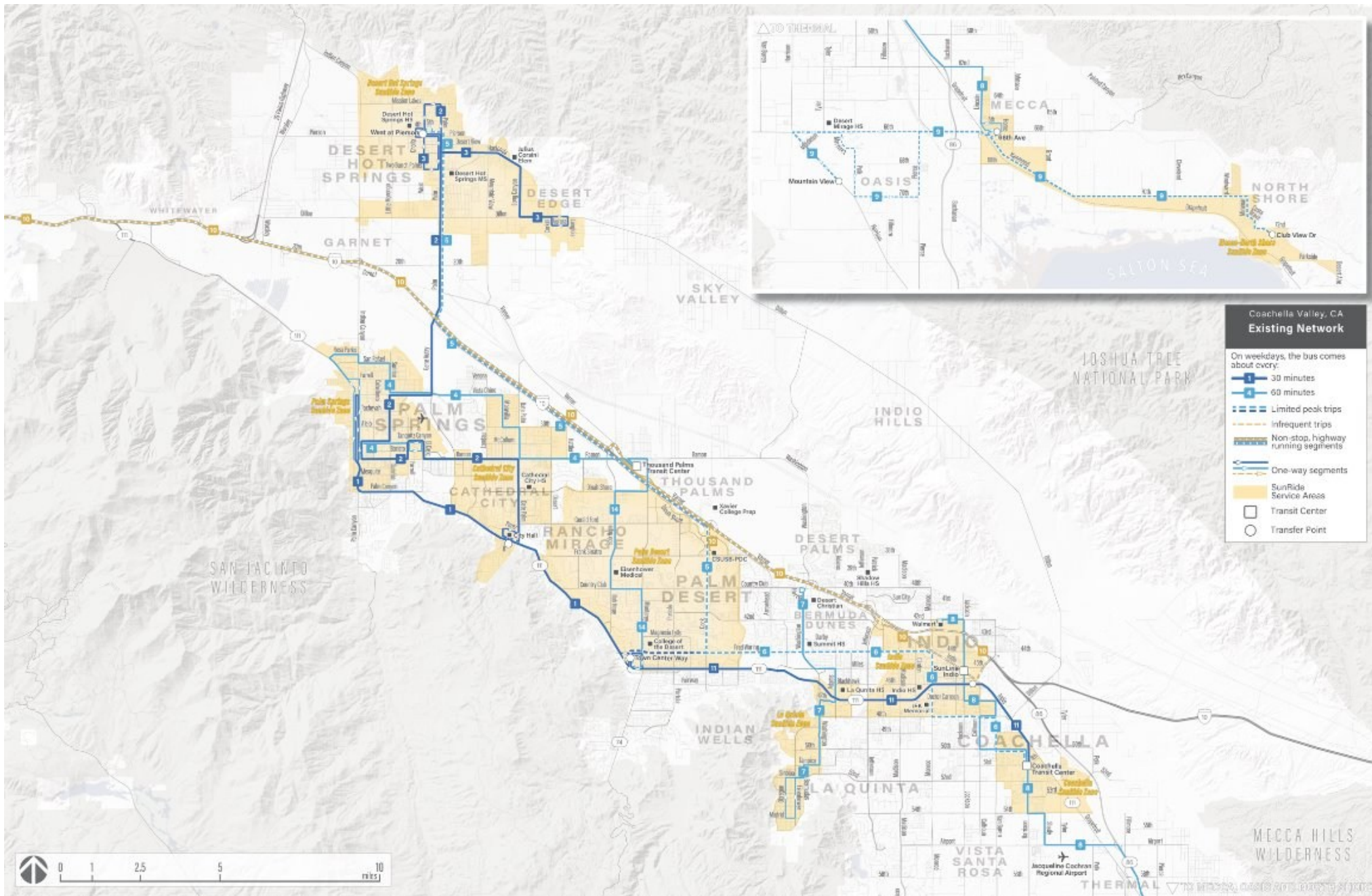


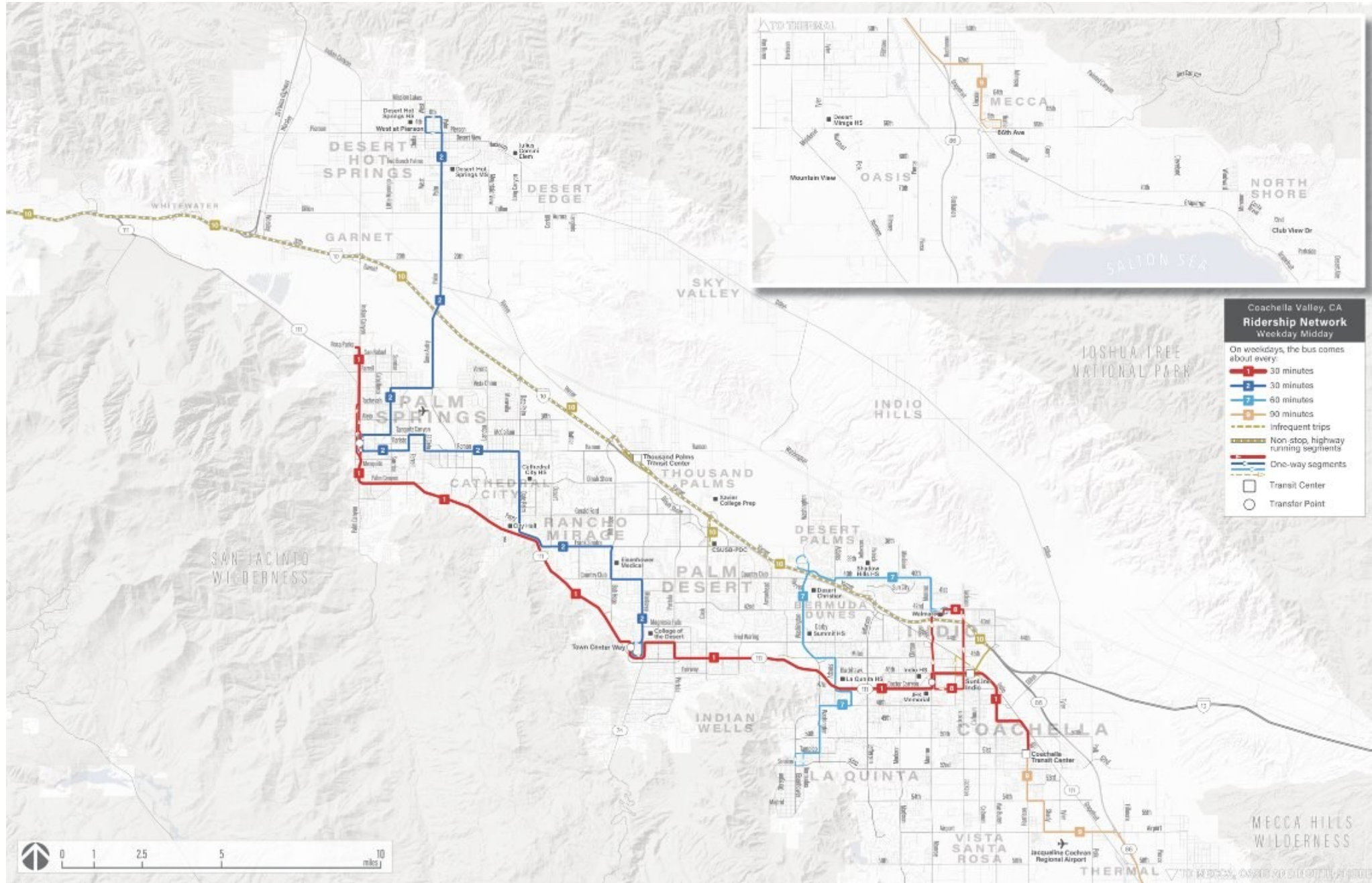
Cost Parameters

- Aligning costs with current \$50.5 million annual operating budget
- Utilizing existing capital resources
- Unconstrained scenario will also be reviewed

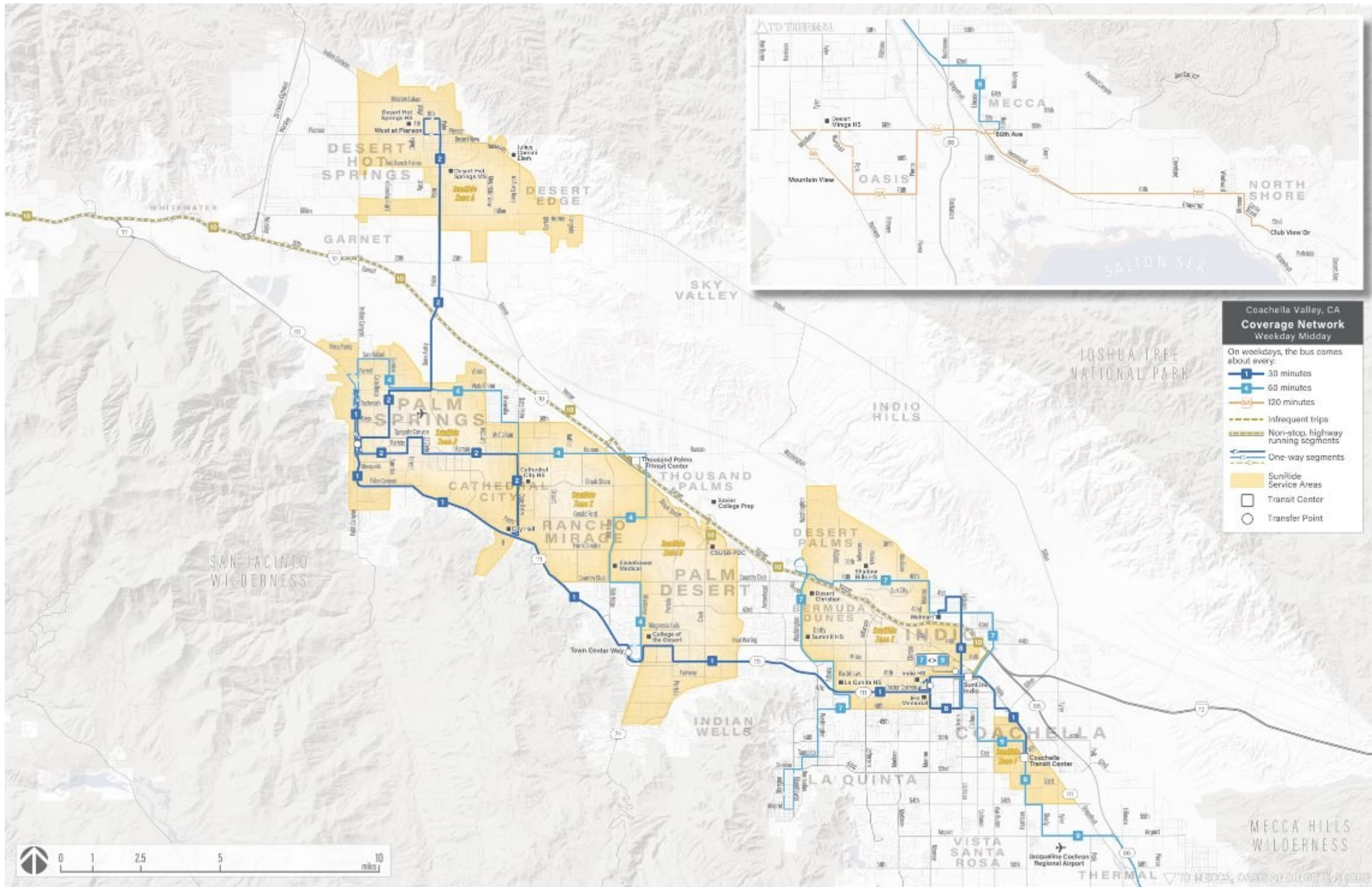


Existing



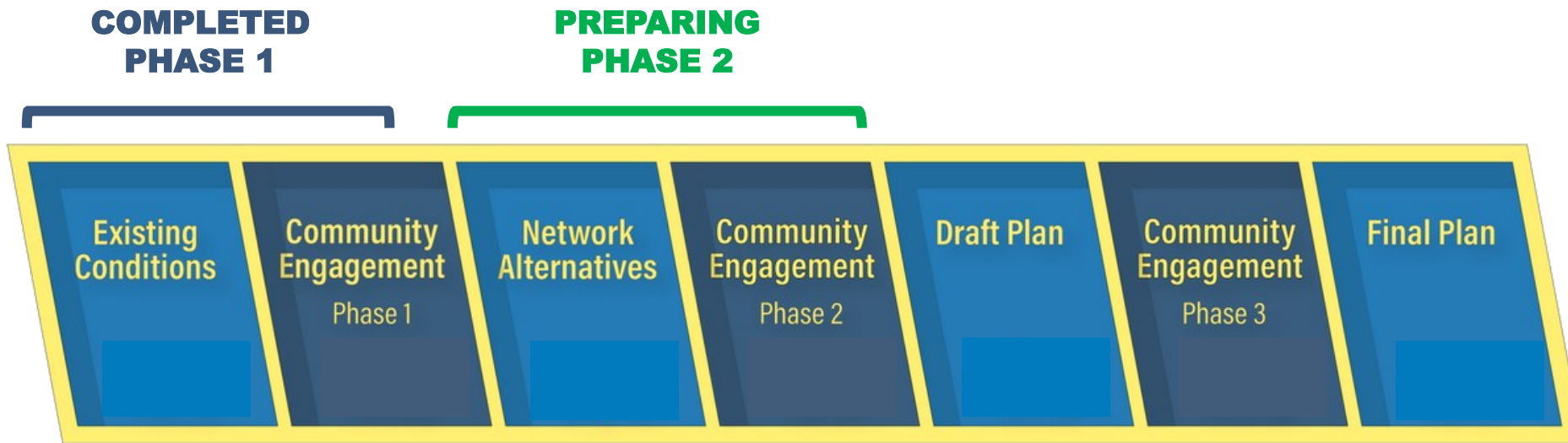


Ridership



Coverage

Next Steps – Phase 2 Engagement

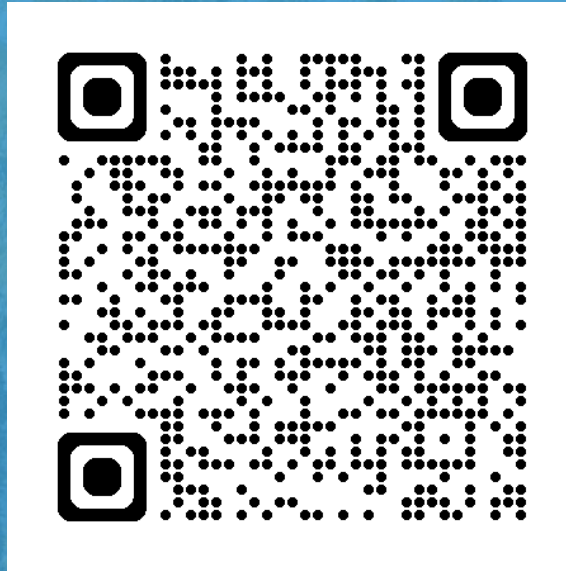


- Mobile Pop-Ups
- Survey — Online and Paper
- Community Based Organization Hosted Discussions
- City and Community Council Meetings

Community Engagement

Take 2
contrasting network concepts to the public and gather feedback on their preference for ridership or coverage.

Thank You!



Follow the progress of Rides Reimagined:



<https://www.sunline.org/rides-reimagined>



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