



SunLine
TRANSIT AGENCY



BLUE ZONES®

live better, longer™

James O. Jessie Desert Highland Unity Center
May 19, 2026

OUR PURPOSE NUESTRO PROPÓSITO

To empower everyone, everywhere
to live better, longer.

Empoderar a todas las personas,
en todas partes, para vivir mejor y
por más tiempo.







BLUE ZONES®
live better, longer™



Agenda



SunLine: Rides Reimagined Presentation



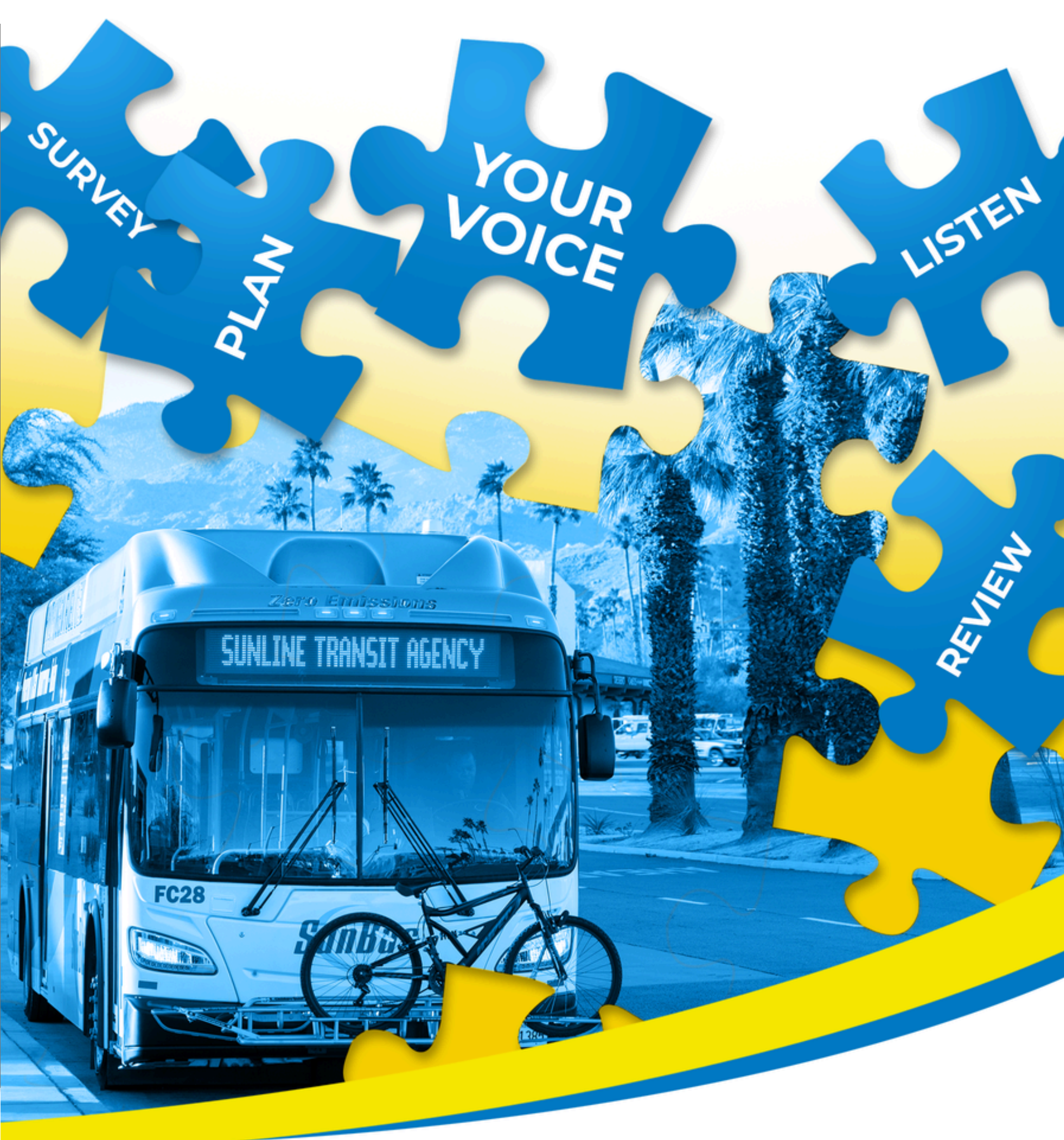
Ice Breaker



Blue Zones Project Palm Springs Presentation



Travel Training with Blue Ribbon Cutting



May 19, 2026

Blue Zones Palm Springs & SunLine
Transit Agency Town Hall

Mona Babauta, CEO/General Manager

SunLine: Rides Reimagined

**Together We Move Forward –
Your Voice Leads the Way.**

SunLine Service Area

Joint Powers Authority formed in 1977

Member Agencies: Palm Springs, Desert Hot Springs, Cathedral City, Palm Desert, Rancho Mirage, Indian Wells, La Quinta, Indio, Coachella and unincorporated areas of Riverside County

Services Characteristics:

- 1,120 mile service area (roughly the size of the State of Rhode Island)
- Fixed Route, Paratransit, Microtransit, and Commuter Link
- Taxi voucher program

Annual Ridership = Approximately 3 million

Project Status

**COMPLETED
PHASE 1**

**NOW IN
PHASE 2**



Existing Conditions

We are learning from the existing transit service and the transit market.

Community Engagement

We are starting to talk to the public and learn from 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 their preference for ridership or coverage.

SunLine Services & Usage in Palm Springs

SunBus Fixed Route



Route 1 West Valley
Route 2
Route 4

119 bus stops
91 shelter/shade
28 pole only

SunRide Microtransit



Operates within a 10.6 square mile service area

SunDial Paratransit



Operates within $\frac{3}{4}$ of a mile on either side of SunBus fixed routes

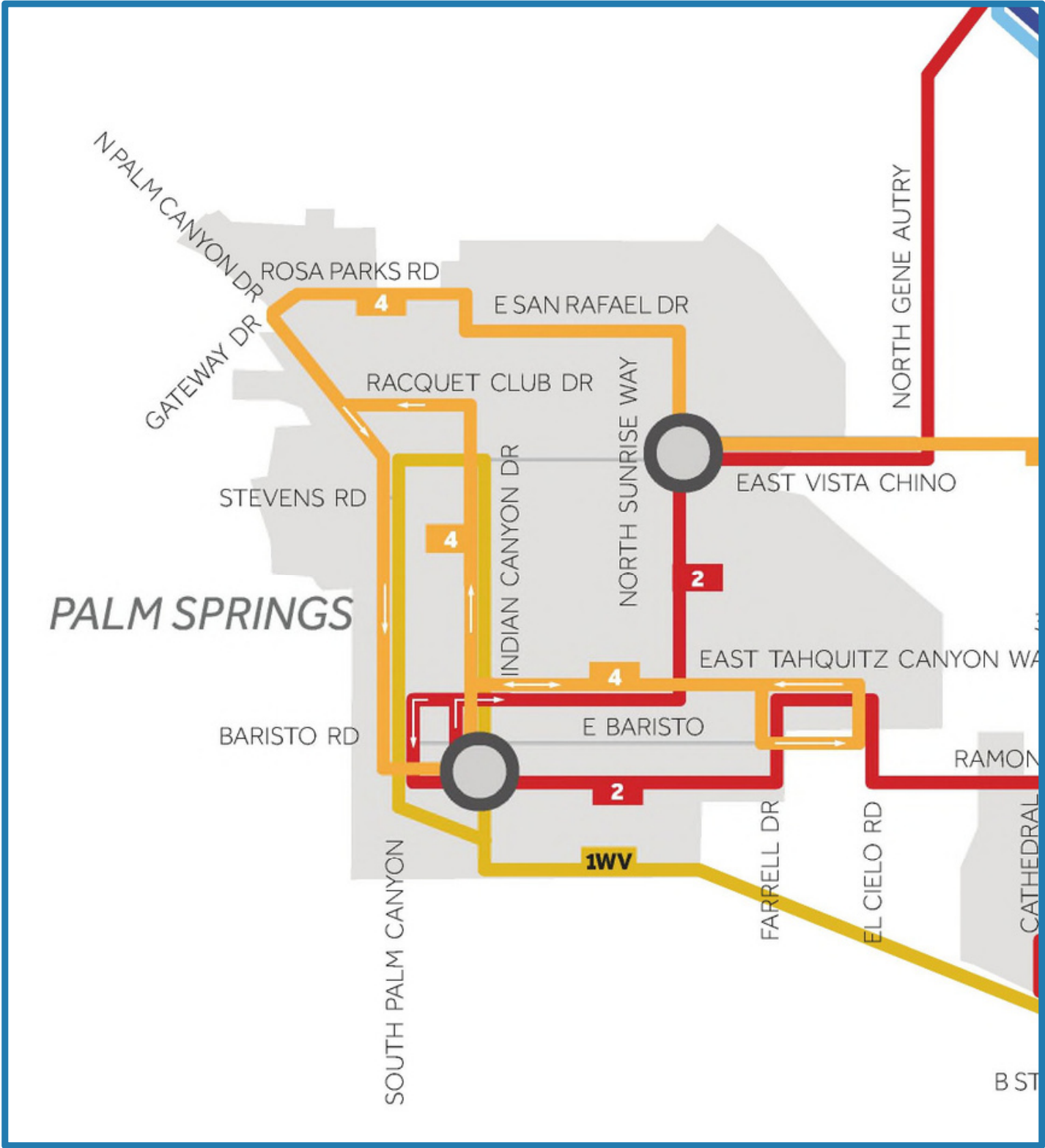
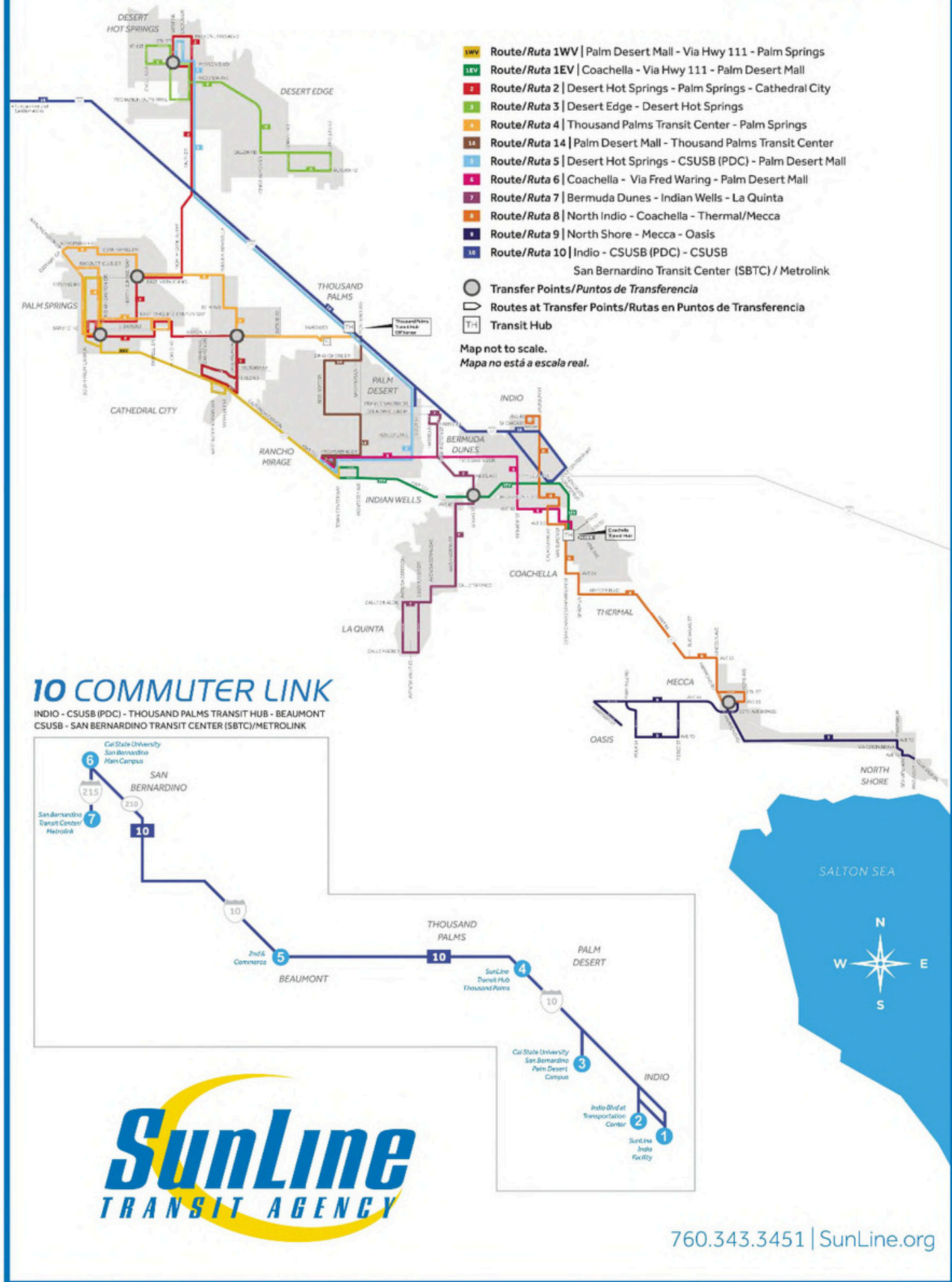
Taxi On Demand



Seniors (60+) and persons with disabilities are eligible for the Taxi Voucher Program

In FY25, Palm Springs was the **highest-ridership** city in the SunLine system, both in total boardings (661,737) and riders per capita (14.68).

SYSTEM MAP - MAPA DEL SISTEMA



Area in grey represents the SunRide geofence

Key Survey Findings

Service Usage

59%

have **not used** any of SunLine's services in the past month.

Frequency vs. Distance

64%

prefer a **longer walk to a more frequent service** over a shorter walk to a less frequent service.

Transfers vs. Directness

58%

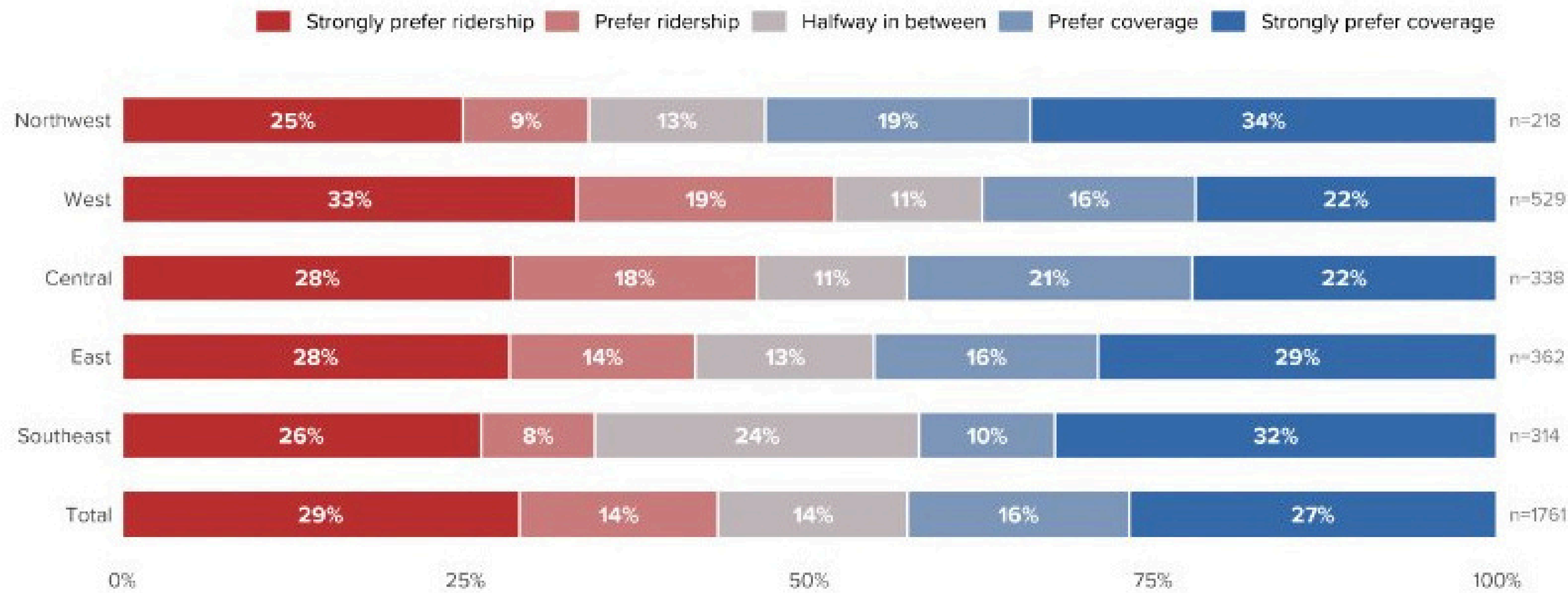
prefer a **shorter trip with a transfer** over a longer, direct trip with no transfer.

The Ridership-Coverage Split

43/43

The Valley is **evenly split** in its transit priorities – 43% ridership, 43% coverage.

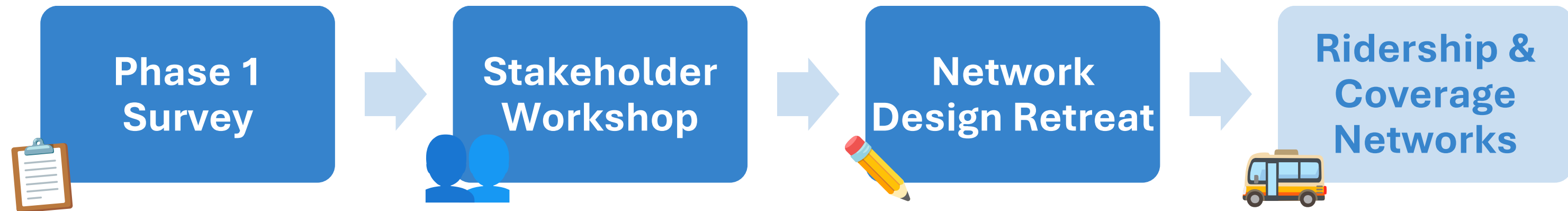
Should SunLine's Network Prioritize...



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

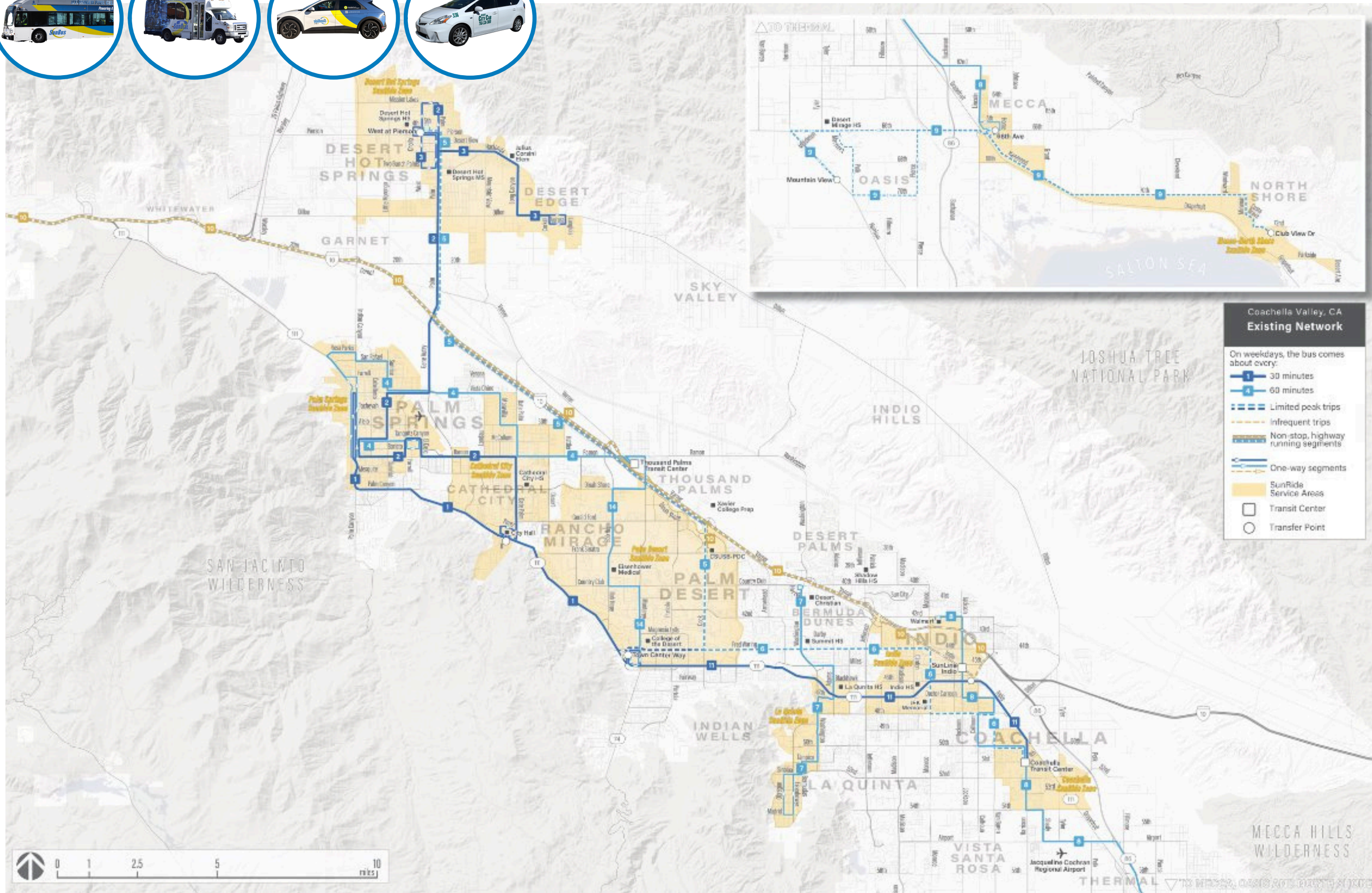


Where Do We Go From Here?

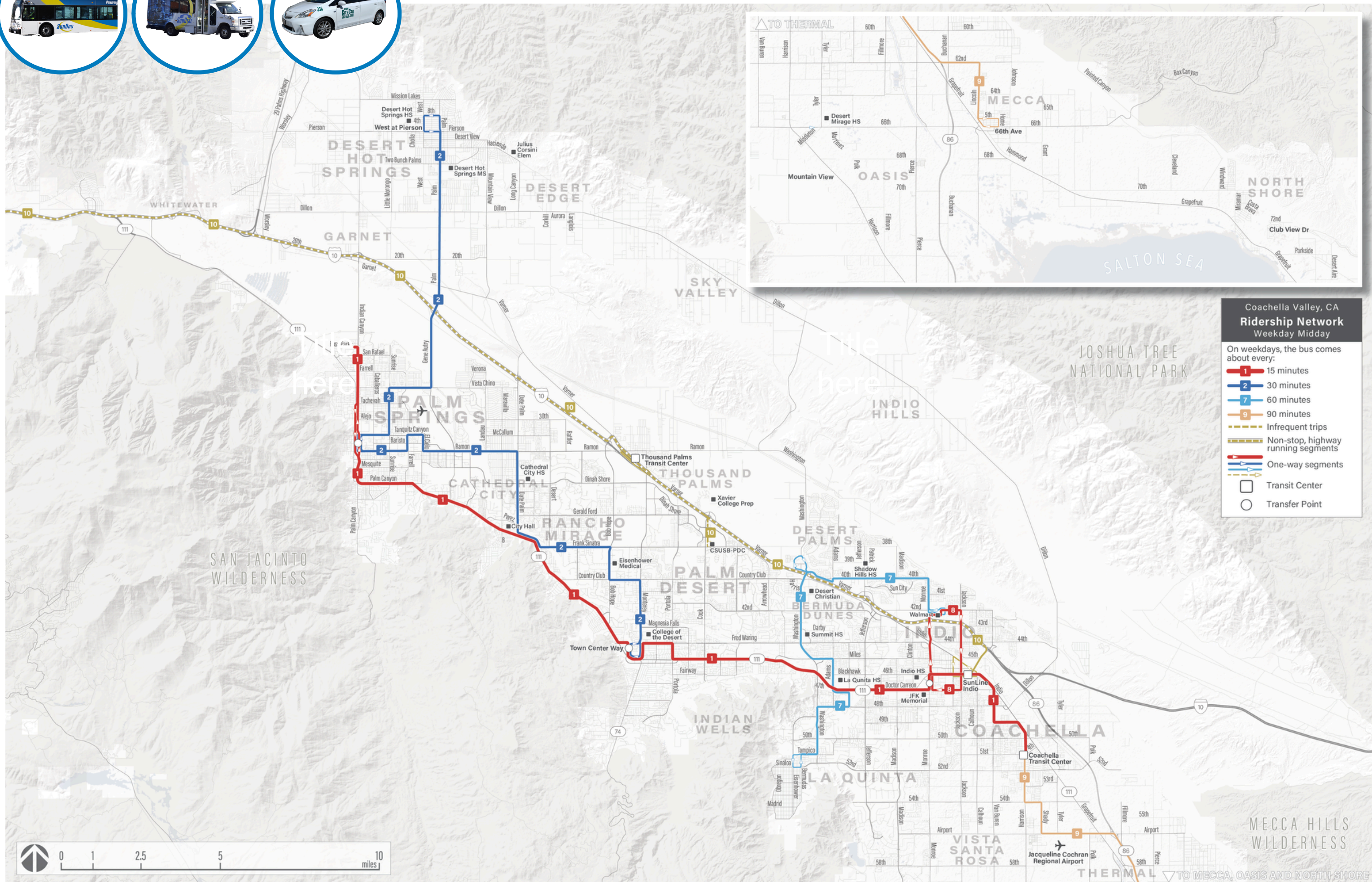


Phase 2 Focus

- Present two conceptual versions of SunLine's network - built using existing resources (\$50.5 million annual budget)
- Show the trade-offs between prioritizing **ridership** or **coverage**
- Gather community feedback to guide the direction of the Draft Final Plan



Existing



Ridership

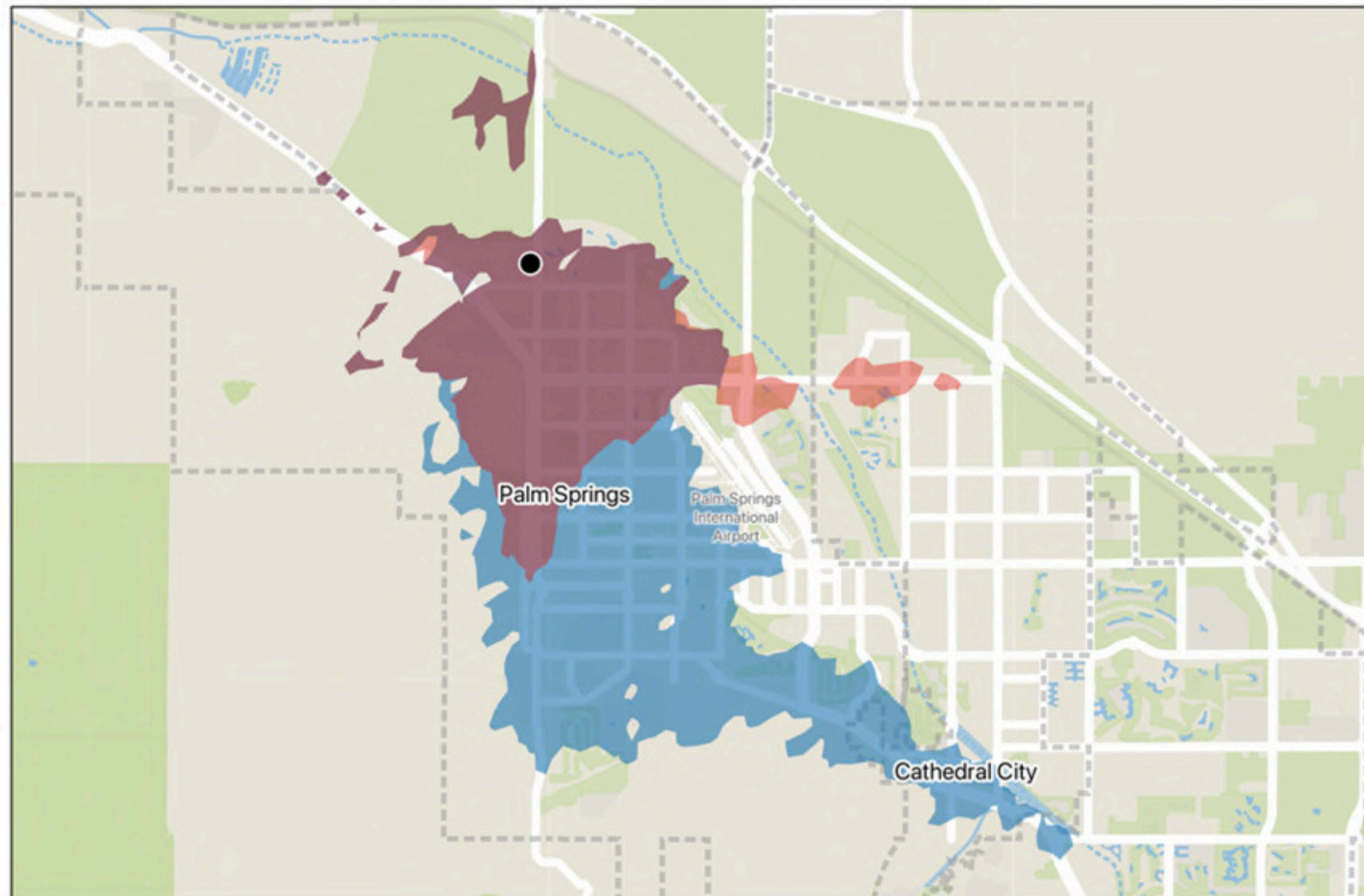
How far can I travel in 60 minutes from...?

Ridership Concept

How far can I travel in 60 minutes by transit from:

Rosa Parks and El Dorado

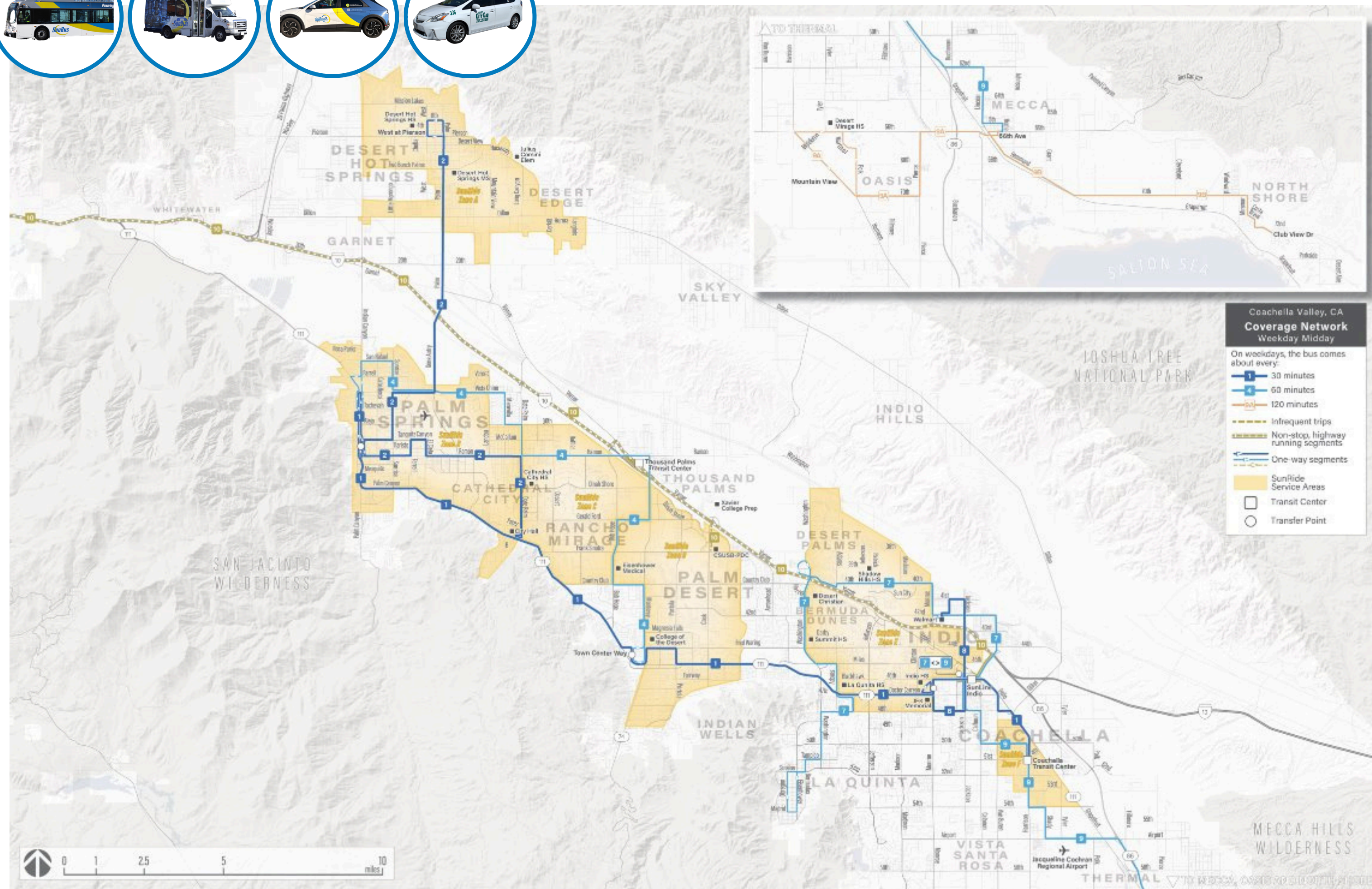
On weekdays at 12:00 pm



More frequent service on Hwy 111 expands access to more places, but without transit support services like SunRide, riders face longer walks to reach a stop.

Change In Access

- Jobs **+11,360**
- Residents **+19,355**
- Shopping destinations **+ 23,400**
- Educational destinations **+2,385**



Coverage

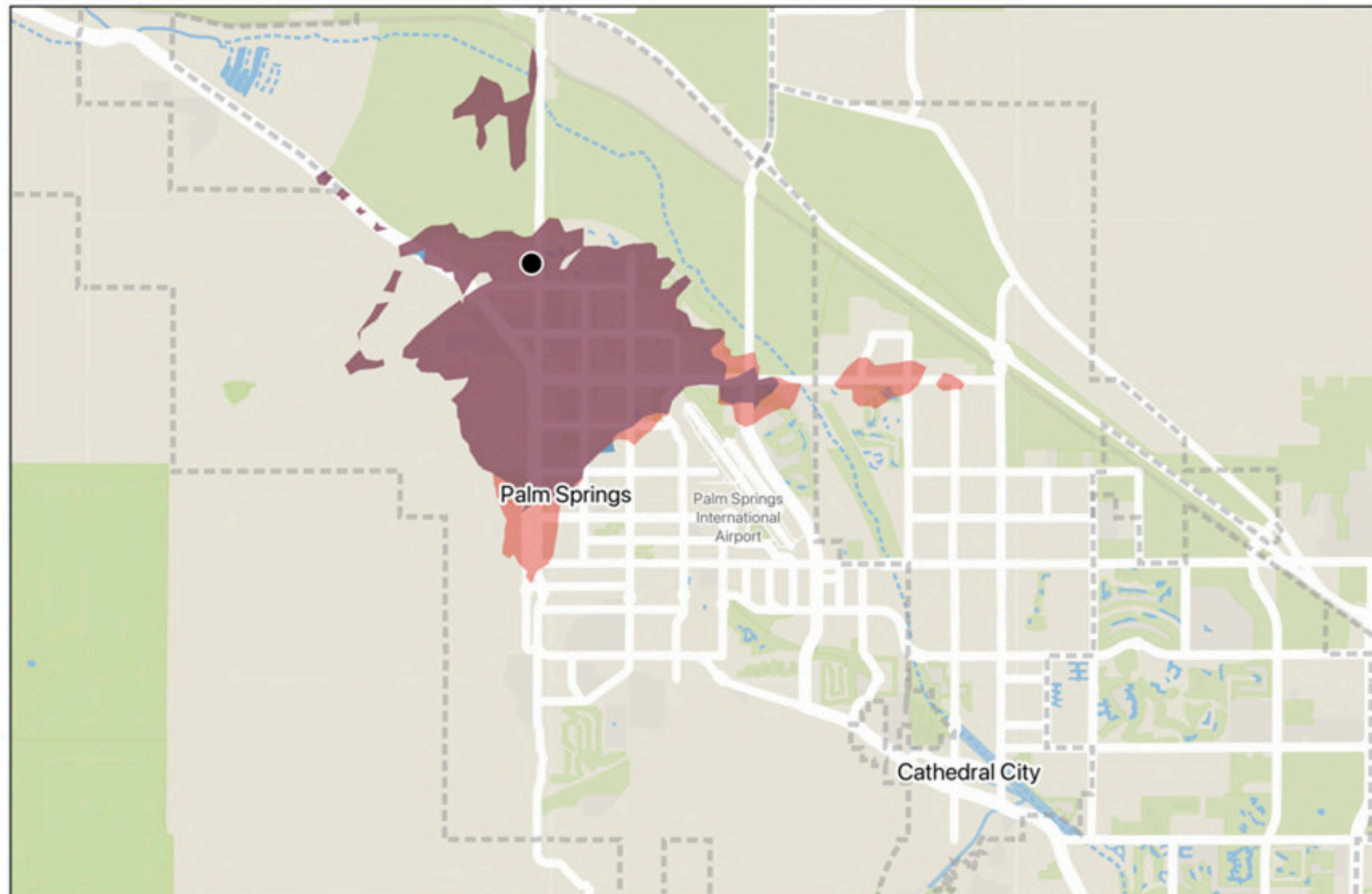
How far can I travel in 60 minutes from...?

Coverage Concept

How far can I travel in 60 minutes by transit from:

Rosa Parks and El Dorado

On weekdays at 12:00 pm



Less frequent or similar service means riders can reach many of the same places, but with support services like SunRide, those stops are easier to reach even if wait times are longer.

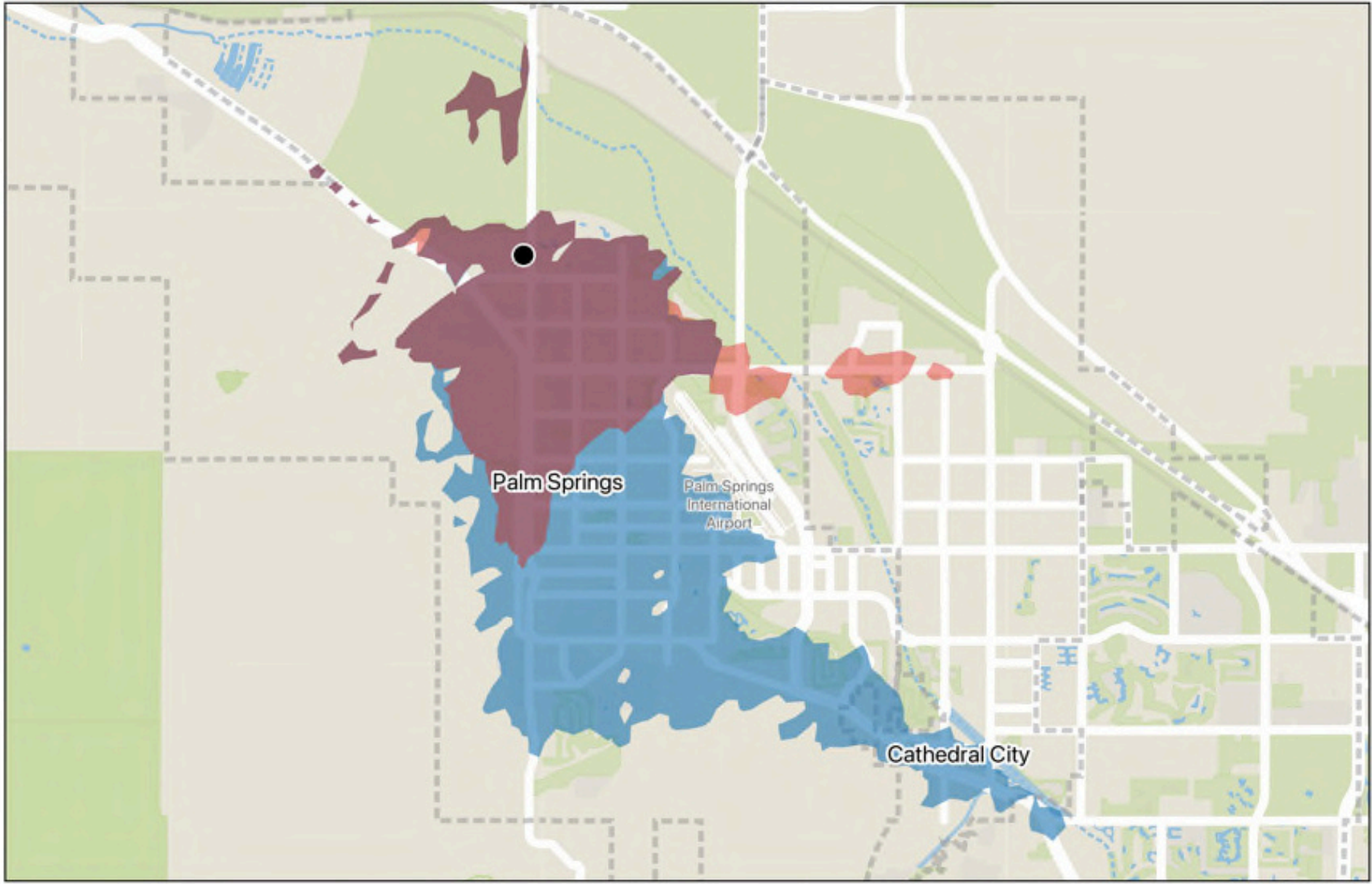
Change In Access

- Jobs **-2,555**
- Residents **-2,605**
- Shopping destinations **-7,715**
- Educational destinations **-55**

How far can I travel in 60 minutes from...?

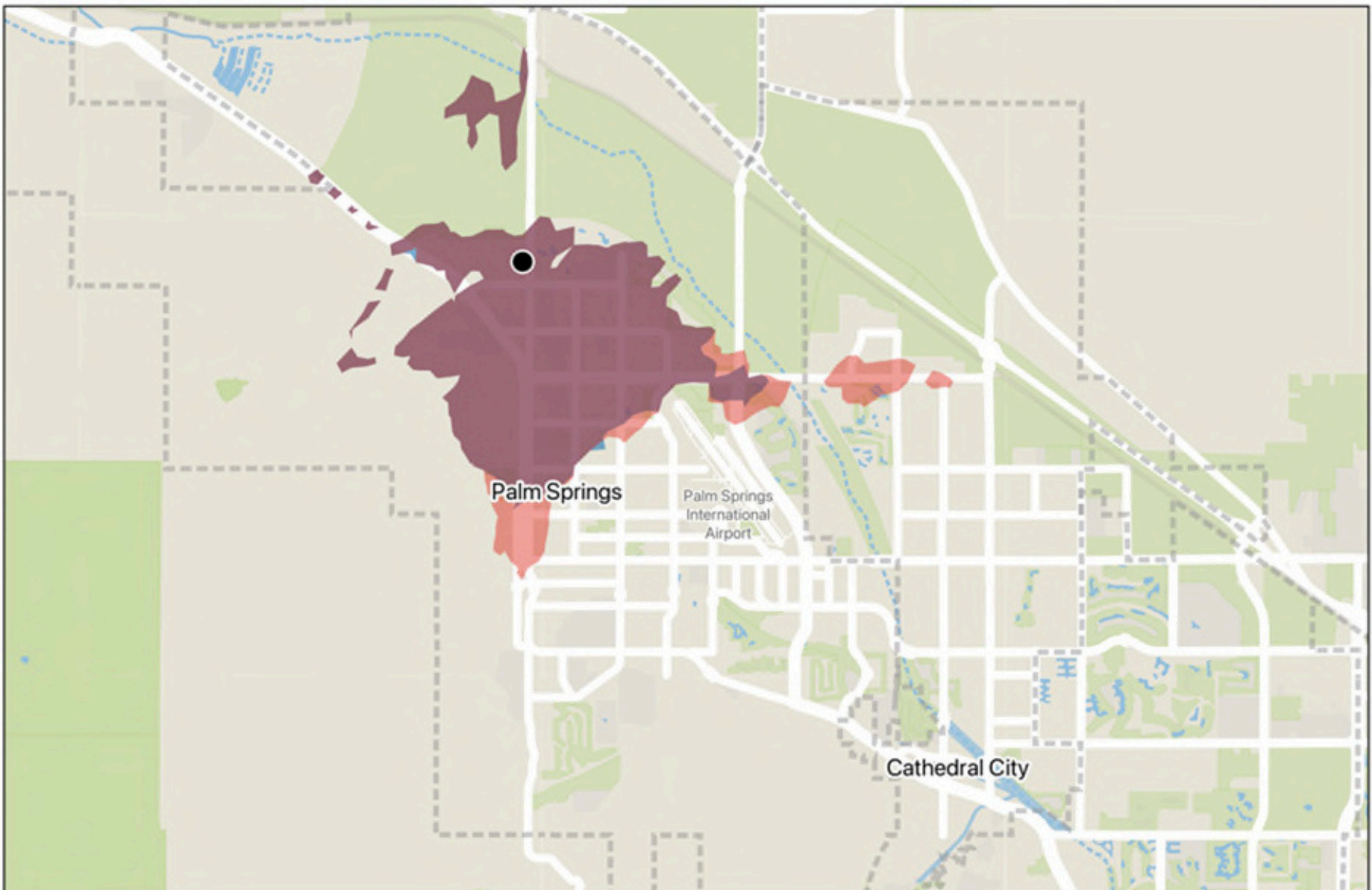
Ridership Concept

How far can I travel in 60 minutes by transit from:
Rosa Parks and El Dorado
On weekdays at 12:00 pm



Coverage Concept

How far can I travel in 60 minutes by transit from:
Rosa Parks and El Dorado
On weekdays at 12:00 pm



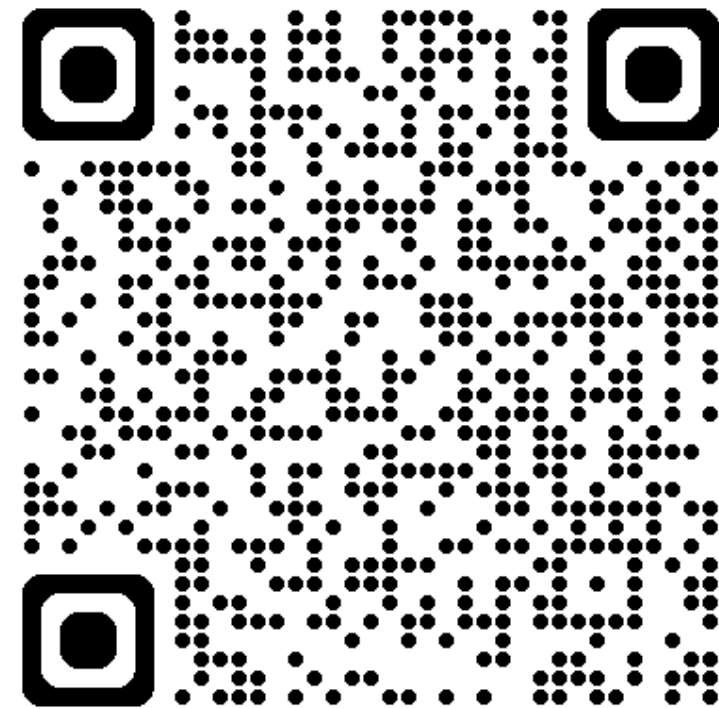
Phase 2 Engagement

MAY 4 – JUNE 28, 2026

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



Thank You!



Follow the progress of Rides Reimagined:



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



[**rides-reimagined@sunline.org**](mailto:rides-reimagined@sunline.org)

The SunLine Transit Agency logo, featuring the word "SunLine" in a large, bold, blue sans-serif font, with "TRANSIT AGENCY" in a smaller, blue, all-caps sans-serif font below it. The logo is set against a white background with a yellow swoosh and is framed by a blue and yellow border. A large blue arrow points towards the logo from the right side of the image.

SunLine
TRANSIT AGENCY



BLUE ZONES PROJECT®

BUS STOP BINGO!



Let's get to know each other!
Find your match & complete a row.

Instructions

-  Find Squares that apply to you
-  Talk to others to complete a row (up, down across)
-  First two winners to get a row will win a prize





BLUE ZONES®

live better, longer™

Public Transportation Study (in progress)

May 19, 2026

Why This Study?

Community voices are the driving change



Community driven



Engaging our community



**Ongoing study launched
November 2025**



Ongoing collaborations



Purpose of Study

Explore how residents use **public transit** to access:



Grocery Store



Food Pantries



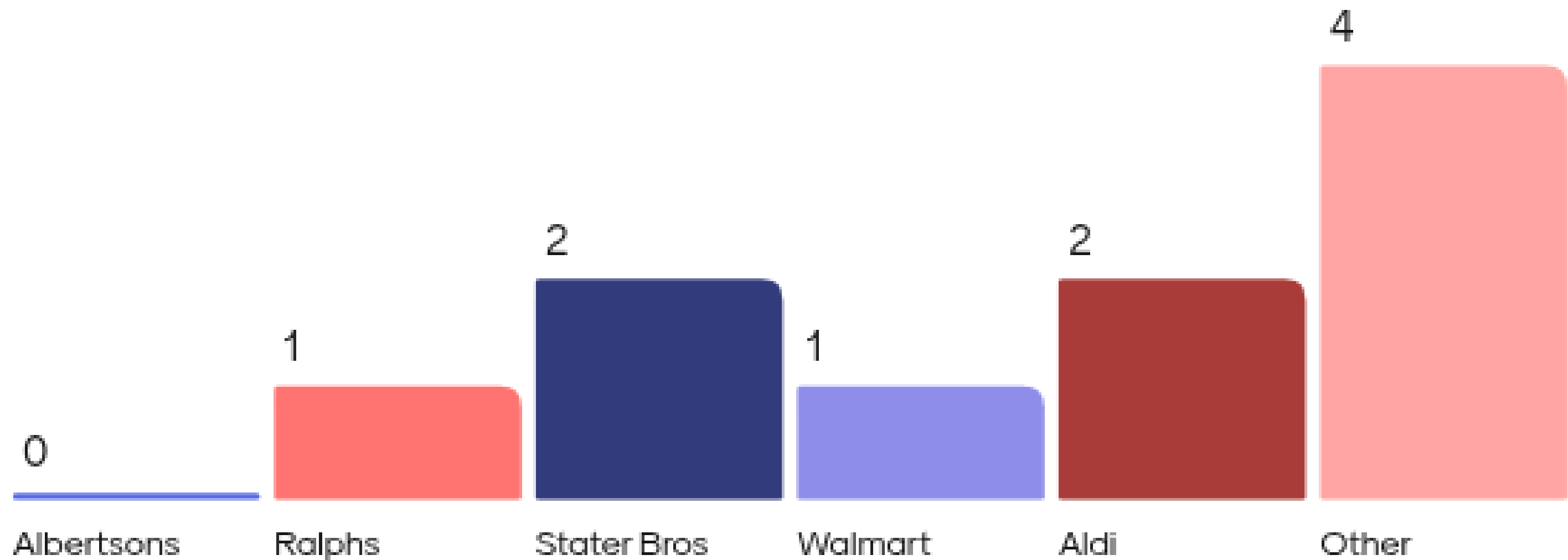
Farmers Markets

Goal:

Identify opportunities to improve rider experience and support food access through community collaboration.



Where do you usually get your groceries?



**Taking Action and
Collaborating with
SunLine Transit Agency now!**



BLUE ZONES PROJECT®



NO

**SMOKING
VAPING**

**FUMAR
VAPEAR**

CIGARILLOS ELECTRÓNICOS



Next Steps

- Finalize Transit Study Findings
- Incorporate Community & Partner Feedback
- Present to City of Palm Springs Leadership
- Share Results with the Community & Stakeholders

Get involved! iParticipa!

Take
the pledge



Join a Moai

Visit our
website



Participate
in a Purpose
Workshop



Subscribe to
our newsletter



Register to
volunteer





BLUE ZONES®

live better, longer™

Thank you!

¡Gracias!