

The Strategic Plan (Plan) envisions that reports will be delivered to the Board of Directors (Board) on an annual basis to assess progress on the Plan's actions and initiatives and to inform potential refinement of strategies to achieve the Plan's goals. In November 2015, the Board held an all-day retreat to discuss implementation of the Plan, and identified five key initiatives:

1. Enhance financial flexibility
2. Improve the ease of use of SamTrans services
3. Increase engagement and involvement of the private sector
4. Fill workforce vacancies
5. Explore the creation of workforce housing

While many actions included in the current Plan already support these initiatives, this Supplement reinforces feedback from the Board through the addition of new actions, or the refinement of existing actions, including:

*1. Enhance financial flexibility*

**Goal 2, Refine Action 2.3:** Institute fare changes for fixed routes by 2016, and complete a comprehensive fare study in 2017 that will inform future fare changes and increase revenue by making the system easier to use and administer.

*2. Improve the ease of use of SamTrans services*

- **Goal 1, New Action:** Explore amenities that will attract and retain riders by making the system easier to use, including the development of a SamTrans mobile application, expanded payment options including mobile ticketing and the availability of real-time arrival and departure functionality.
- **Goal 1, New Action:** Expand SamTrans social media program to respond to increased customer service demands.
- **Goal 1, New Action:** Develop a cross-departmental Customer Experience Task Force that will focus on identifying and implementing service improvements that attract and retain riders.

*3. Increase engagement and involvement of the private sector*

**Goal 1, Refine Action 1-19:** Explore public-private partnerships that create more mobility options including services that connect commuters with major job centers, expanded or new services along the Dumbarton corridor and partnerships with shared ride and ride-sharing providers that can serve smaller markets.

*4. Fill workforce vacancies*

Reinforced by Action 3-13 in the current Plan

*5. Explore the creation of workforce housing*

Reinforced by Action 3-16 in the current Plan

