Strategic Plan
2014-2018 Update
Board of Directors
March 5, 2014

Setting a Course Forward

- Define 5-year goals and objectives
- Incorporate 2009 Plan
- Build off financial capacity forecasts
- Balance vision and reality
  - Financial constraints
  - Inform budget process
Key Plan Elements

- “Do more of what works…”
- Prioritize
- Define success, measure progress
  - Lots of precedent (federal, regional, local)
  - Walk before you run
  - Living document, make program adjustments as needed

Three Goals

- Become Mobility Manager
- Create highly effective organization
- Restore financial health
Build Consensus

- Customers
- Community At Large
- Board
- Staff
- Executive Team

Outreach Tactics

- Public meetings
- Dedicated website
- Onboard rider outreach
- Traditional and social media
- Community group and City Council presentations (as requested)
Next Steps

- Spring 2014: Solicit input
- Summer 2014: Draft Plan
- Summer/Fall 2014: Public review
- October/November 2014: Board adoption

Questions