SamTrans Business Plan

Chapters – A starting point for discussion
1. Introduction
2. Executive Summary/Framework for the Future
3. Summary of Goals/Vision as Identified in the Strategic Plan
4. Agency Existing Conditions
   • Current financial conditions and projections
   • Current service offerings and near-term changes
   • Current organizational conditions and near-term changes

5. External Existing and Evolving Conditions
   • Customer Base – changes in ridership and changes in rider demographics
   • Market forces/marketplace of services (TNCs, etc.)

6. Operational Initiatives
   • Customer experience – Ease of Use
   • Pilots/demonstrations
   • Metrics/performance measures
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7. Organizational Initiatives
   - Innovation – Attitude and Leadership
     - The Transit District of Silicon Valley
     - Incubator
     - Embracing marketplace of ideas
   - Workforce development and retention
   - Metrics/Performance measures

8. Financial Initiatives
   - Grow ridership
   - Metrics/Performance measures
   - Expand range of opportunities