

2014
TO
2016

Goals and Strategies



Board Governance

- Redefine committee structure and roles
- Oversee implementation of the strategic plan

Ridership Growth

- Design service to meet customers' needs
- Make it easier to ride
- Increase marketing to attract customers
- Expand pass program partnerships
- Simplify fare structure

Financial Sustainability

- Define short-and long-term financial needs
- Maximize productivity, efficiency, and use of assets
- Evaluate funding mechanisms
- Move aggressively to ensure adequate funding



METRO

Community Engagement

- Elevate the profile of SORTA
- Build relationships with key constituencies
- Educate the community about Metro's benefits
- Improve the image of transit
- Encourage support for transit

Operational Excellence

- Focus on safety and customer satisfaction
- Benchmark and meet performance goals
- Leverage technology to improve service
- Establish a culture of inclusion
- Become an employer of choice

Regional Transit

- Build collaboration among transit providers in the region
- Secure multi-jurisdictional support
- Create a multi-modal regional transit network