



December 22, 2010

Salem-Keizer Transit Looks to the Future

Salem-Keizer Transit is forming a new Strategic Plan for the Fiscal Year 2011/2012. This plan will provide a vision of transportation services for the Mid-Willamette Valley over the next twenty years, and serve as a guide for decision-making, budgeting, and operations.

Salem-Keizer Transit is asking the public for input on the draft of the Strategic Plan. The draft outlines the organizational background, guiding principles, future and goals. Look for a revamped vision and mission statement and the introduction of company values such as service excellence, communication, and accountability.

In putting this plan together, Salem-Keizer Transit is taking a proactive step toward improving transportation service in Salem and Keizer as well as throughout the region. Once the plan is finalized, it will go before the Board of Directors for adoption. If passed, it will become effective July 1, 2011.

All employees have been encouraged to provide input throughout the plan's creation. Now that a draft has been compiled, the public is also being enlisted to help sculpt the future of transportation options in our community.

If you would like to review the draft and provide feedback, please visit www.cherriots.org or call 503-588-2424. Comments must be received by January 11, 2011.