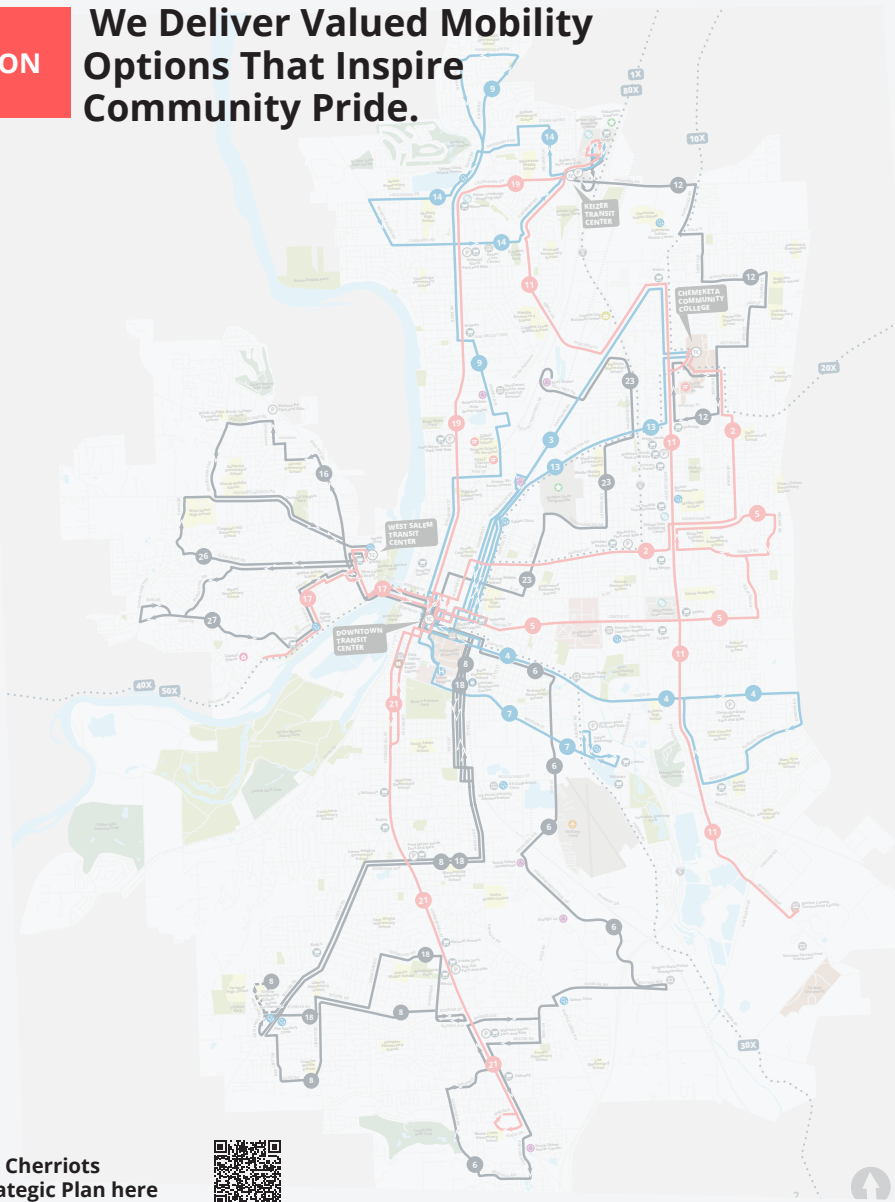




MISSION Creating Community Connections

VISION We Deliver Valued Mobility Options That Inspire Community Pride.



Discover Cherriots
FY23 Strategic Plan here



SALEM AREA MASS TRANSIT DISTRICT 2023 Strategic Plan

At the heart of our focus is a united passion to deliver excellence to the Salem-Keizer community. Further, we view excellence through a lens encompassing four core areas of our service and operations, and for each of these areas we have established success outcomes for fiscal year 2023. Our ability to achieve these outcomes, outlined below, we believe will demonstrate how we will achieve our mission and vision.

CORE AREA OF CHERRIOTS SERVICE / OPERATIONS

COMMUNITY VALUE



Establish a baseline for the % of community that see value in the agency.



CUSTOMER SATISFACTION



Establish a baseline Customer Net Promoter Score (NPS).



CULTURE OF OWNERSHIP



Increase baseline Employee Engagement Score (59%) by 5 points.



FINANCIAL SUSTAINABILITY



Year 1: Expenditure/Revenue Reporting
Year 2: 3-Year Rolling Budget Forecast
Year 3: Delivery of Full Capital Program Budget

