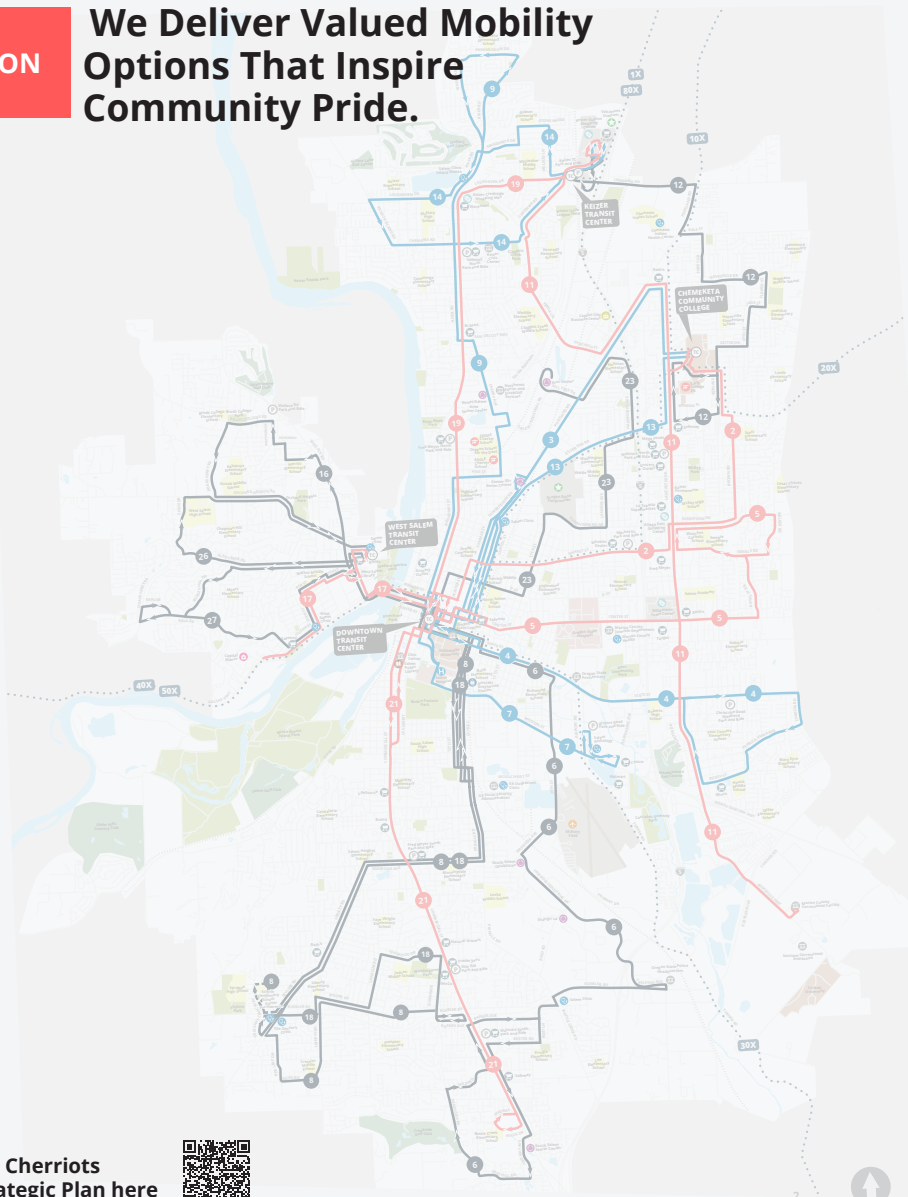




MISSION Creating Community Connections

VISION We Deliver Valued Mobility Options That Inspire Community Pride.



Discover Cherriots
FY24 Strategic Plan here



SALEM AREA MASS TRANSIT DISTRICT 2024 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 2024. 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



Increase baseline Community Value score of 87 by 3 percentage points.



CUSTOMER SATISFACTION



Maintain Baseline Customer (NPS)

- Fixed Route: No less than 52
- Lift: No less than 51



CULTURE OF OWNERSHIP



Increase baseline Employee Engagement score of 62 by 5 percentage points.



FINANCIAL SUSTAINABILITY



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

