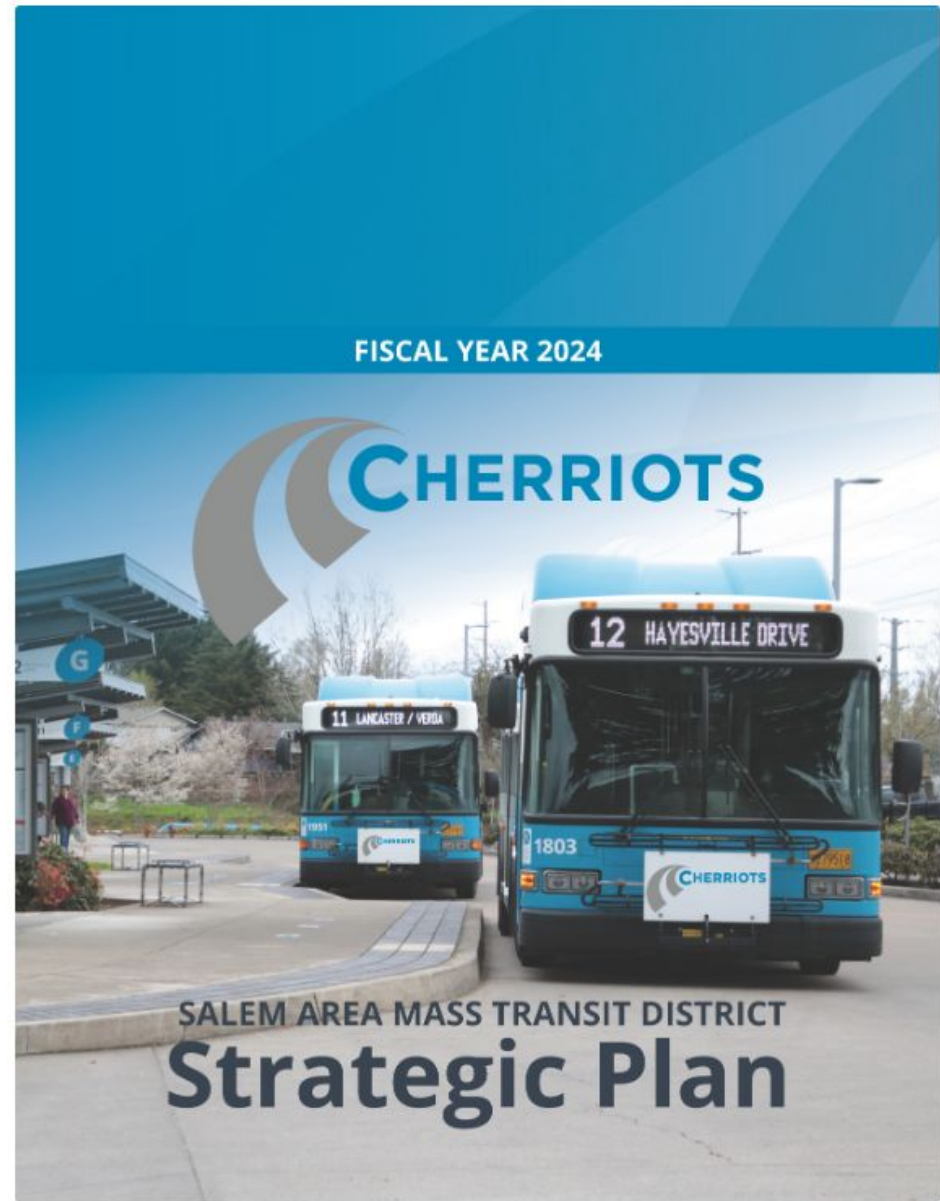


Strategic Plan FY 24 Q1 Report

December 14th, 2023



Guiding Principles

VISION

We Deliver Valued
Mobility Options
that Inspire
Community
Pride.

MISSION

Creating Community
Connections

VALUES

Communication
Humility
Excellence • Respect
Resourceful
Inclusive • Ownership
Transparency
Safety



CHERRIOTS 2023 Success Outcomes

CHERRIOTS CORE
AREA OF SERVICE /
OPERATIONS



COMMUNITY VALUE

87% of the community
see value in the agency



CUSTOMER SATISFACTION

Customer Net Promoter Score:
Local 52
Lift 51



CULTURE OF OWNERSHIP

Employee Engagement
Score 62%



FINANCIAL SUSTAINABILITY

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



CHERRIOTS 2024 Success Outcomes

CHERRIOTS CORE AREA OF 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



Organizational Tactics



Cherriots 2024 Organizational Work Plan Tactics

1 Community Value	Initiate Development of a Climate Action Plan
	Integration of Battery Electric Buses / Zero-Emission Awareness
	Access
	Community Value Surveys
2 Customer Satisfaction	Customer Satisfaction Survey
	E-fare Implementation
	Cherriots Intelligent Transportation System (CITS)
	Clean and Safe Passenger Amenities
3 Culture of Ownership	Merit-based Performance Management System
	Management and Resource Tracking Instrument (MARTI)
	Diversity, Equity, and Inclusion (DEI)
	Employee Engagement Survey
4 Financial Sustainability	The Finance Story

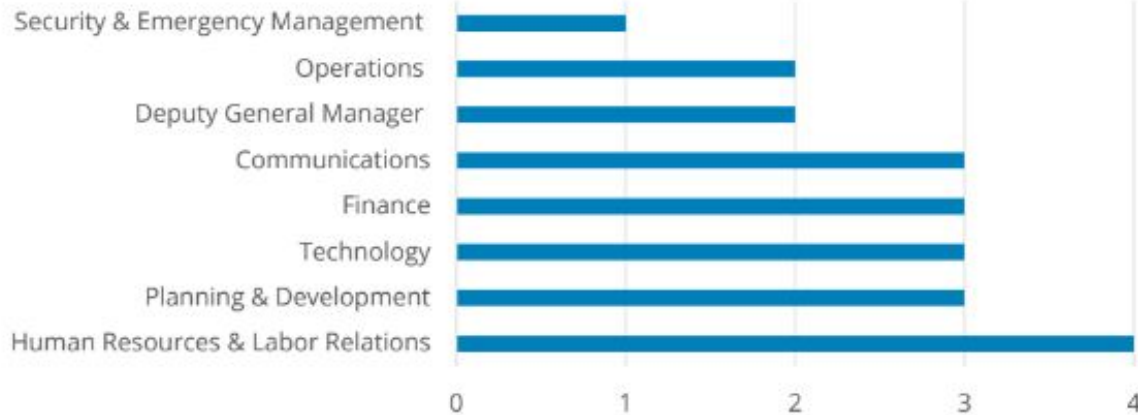
Quarter 1 Overview



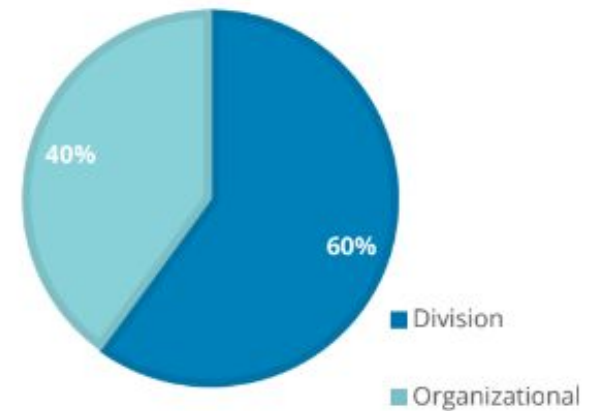
Strategic Plan

Quarterly Tactic Dashboard

DIVISION TACTICS



TACTICS



ORGANIZATIONAL TACTICS



STATUS



Organizational Tactic Highlights





Customer Satisfaction Survey

Description: Conduct an annual customer satisfaction survey for local, regional and paratransit services. The survey tool will assess various elements such as satisfaction with existing transit facilities, the impression of safety, and other aspects of agency operations. Incorporate survey findings into promotion, education, and information marketing and communication planning.

Owner: Patricia Feeny

Team

Members: Bobbi Kidd, Seth Hamlin, Bryan McCown

Q1 MILESTONES

- ✓ Contract with new surveyor services signed
- ✓ With contractor, develop/revise survey tool

Q2 MILESTONES

- ✓ Execute customer satisfaction survey
- ✓ Receive results from contractor
- ✓ Present results to ELT Board of Directors

Q3 MILESTONES

- ✓ Coordinate presentations to CAC Team Cherriots
- ✓ Review/analyze survey and evaluate results for agency promotion and storytelling

Q4 MILESTONES

- ✓ Schedule any presentations not scheduled in Q3
- ✓ Incorporate results into communication and marketing campaigns



E-fare Implementation

Description: Seek opportunities to better serve our ridership with an additional method of fare payment. Umo will allow for stored value on a card-media and a mobile application to better facilitate payment and speed up the boarding process.

Owner: Tom Dietz

Team

Members: Don Clifford, Seth Hamlin, Tim Reedy, Tyler Burgett, Jim Kirkland

Q1 MILESTONES

- ✓ Full fleet deployment of validators
- ✓ Operator and public training
- ✓ Full Go-Live launch in Jul/Aug
- ✓ Community communications on Umo

Q2 MILESTONES

- ✓ Review supply of cards
- ✓ System performance

Q3 MILESTONES

- ✓ Monitor system performance and customer feedback

Q4 MILESTONES

- ✓ Prepare 1-year report for BoD
- ✓ Re-evaluation of fare policy for relevance



Clean and Safe Passenger Amenities

Description: Seek opportunities to best address comments from the public about the cleanliness of our stops, shelters, and transit centers. Additional staffing will allow Cherriots to be more responsive to complaints and/or concerns.

Owner: Tom Dietz

Team

Members: Gregg Thompson, Don Clifford, Mike Taylor

Q1 MILESTONES

- ✓ Hire and Train new staff
- ✓ Redesign how stops and shelters are addressed

Q2 MILESTONES

- ✓ Review effectiveness
- ✓ Adapt and adjust as necessary

Q3 MILESTONES

- ✓ Evaluate next survey's results

Q4 MILESTONES

- ✓ Monitor outcomes

Looking Ahead



Quarter 2

- Receive Customer and Community survey feedback
- FY 25 Strategic Planning
- Continue tracking metrics on TransDASH and adding a couple of new ones, including Net Greenhouse Gas Emission Benefit
- National Quarterly Results Presentation is on December 6th

