

CapMetro

Five-Year Strategic Plan

Project Update

January 27, 2025



About the Five-Year Strategic Plan

What is the Five-Year Strategic Plan?



Provide CapMetro organizational **strategic direction** over the next five years.



Identify and align actions, plans, programs, and services to carry out **the agency's mission**.



Effectively communicate the agency's vision and goals for the future both internally and externally.

Plan Components & Terminology



Timeline and Progress



Purpose

Gain a comprehensive understanding of where the agency is today.

Approach



Review of
existing
agency plans



Review of
agency-
provided data



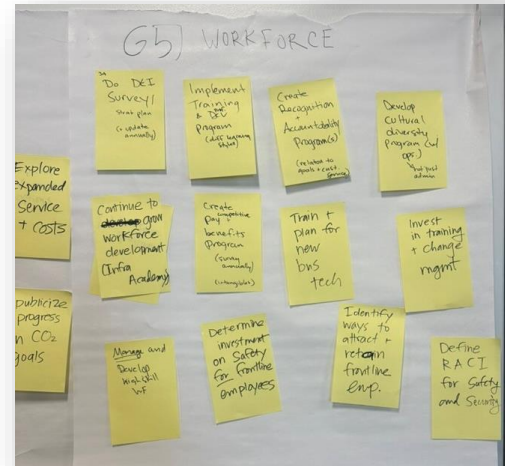
Desktop
research



Interviews (31)
and focus
groups (two
with eight
organizations)

Workshop with Leadership and Departmental Meetings (12)

- Held in mid-December.
- Results
 - Communicated the project purpose.
 - Communicated emerging findings from interviews (31) and focus groups (2) and data analysis and research.
 - Gained understanding of challenges and barriers.
 - Solicited action ideas to address the emerging findings.



Emerging Five-Year Opportunities

- Build on existing strengths including a highly capable workforce and strong regional relationships.
- Address safety, security, and service reliability challenges to enhance customer satisfaction and workforce safety.
- Ensure key agency priorities are well understood internally and externally.
- Ensure technology strategy informs agency investments.
- Continue to pursue opportunities to ensure the long-term financial stability of the agency.
- Lead the development of regional transit solutions.



Next Steps

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- Workshop with staff leadership in February to review draft actions.
- Next Board Update on March 24.
- Finalize Plan by end of April.
- Implementation and Roll-Out Strategy by end of May.