



# Strategic Plan 2014-2018 Update

Board of Directors  
March 5, 2014

## Setting a Course Forward



- Define 5-year goals and objectives
- Incorporate 2009 Plan
- Build off financial capacity forecasts
- Balance vision and reality
  - Financial constraints
  - Inform budget process




San Mateo County  
Transit District  
STRATEGIC  
PLAN  
2009-2013


San Mateo County  
TRANSIT DISTRICT

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## Key Plan Elements



- “Do more of what works...”
- Prioritize
- Define success, measure progress
  - Lots of precedent (federal, regional, local)
  - Walk before you run
  - Living document, make program adjustments as needed



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## Three Goals





- Become Mobility Manager
- Create highly effective organization
- Restore financial health



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## Build Consensus



- Customers
- Community At Large
- Board
- Staff
- Executive Team

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## Outreach Tactics



- Public meetings
- Dedicated website
- Onboard rider outreach
- Traditional and social media
- Community group and City Council presentations (as requested)

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## Next Steps





- Spring 2014
- Summer 2014
- Summer/Fall 2014
- October/November 2014

Solicit input  
Draft Plan  
Public review  
Board adoption

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## Questions



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