

SamTrans Business Plan

Chapters – A starting point for discussion

1. Introduction
2. Executive Summary/Framework for the Future
3. Summary of Goals/Vision as Identified in the Strategic Plan
4. Agency Existing Conditions
 - Current financial conditions and projections
 - Current service offerings and near-term changes
 - Current organizational conditions and near-term changes

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5. External Existing and Evolving Conditions
 - Customer Base -- changes in ridership and changes in rider demographics
 - Market forces/marketplace of services (TNCs, etc.)
6. Operational Initiatives
 - Customer experience – Ease of Use
 - Pilots/demonstrations
 - Metrics/performance measures

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7. Organizational Initiatives

- **Innovation – Attitude and Leadership**
 - The Transit District of Silicon Valley
 - Incubator
 - Embracing marketplace of ideas
- **Workforce development and retention**
- **Metrics/performance measures**

8. Financial Initiatives

- **Grow ridership**
- **Metrics/performance measures**
- **Expand range of opportunities**