Metro Strategic Plan Overview

July 2017
**Metro Strategic Plan**

- CEO initiative
- Previous Metro Strategic Plan, FY2003-2007
- Last official update to agency goals in FY2008
- Sets the stage for Metro’s transformation of mobility in LA County
- Builds credibility, trust, and confidence in Metro’s ability to adapt to changing needs of LA County residents
- Facilitates transparency in communications with public
- Demonstrates accountability for Metro’s stewardship of public funds
PURPOSE

• DEFINE OUR VISION for what it means to be a world-class transportation organization
• ESTABLISH THE GOALS that will allow us to achieve that vision
• ALIGN AGENCY-WIDE STRATEGIES to guide regional, multimodal mobility plans and investments
• DRIVE ACHIEVEMENT: benchmark, demonstrate and communicate Metro’s performance
PLAN INTERACTION/INTEGRATION

Metro Strategic Plan

Mission Vision Goals Objectives Perf. Metrics

Long Range Transportation Plan Process

Metro
STEP 1: GATHER INFORMATION/IDENTIFY TRENDS

- REVIEW existing plans
- SURVEY employees, customers, and citizens
- BASELINE existing functions and operations
- INTERVIEW stakeholders
STAKEHOLDER OUTREACH

- Conducted 120 meetings and interviews to-date (Round 1)
- Stakeholders:
  - Internal departments & senior leadership
  - Metro Board Members
  - Community, nonprofit, and advocacy organizations
  - Metro advisory committees
  - Local, regional, state government representatives
  - Key influencers & OEI Advisory Board
  - Other key stakeholders
- Customer satisfaction survey (over 18,000 respondents)
- Focus group research
STEP 2: DRAFT STRATEGIC PLAN
- Trends, themes, opportunities and challenges
- Establish vision, mission, guiding principles, and goals
- Marketing strategy
- Public input

STEP 3: BOARD ADOPTION of Final Metro Strategic Plan

STEP 4: IMPLEMENTATION & MONITORING
Metro Strategic Plan: Next steps

Spring - Summer 2017:
- Conduct outreach and surveys
- Summarize themes, challenges, and opportunities
- Draft vision, mission, values, and key initiatives
- Develop marketing strategy

Fall 2017: Collect input on draft plan

Early 2018: Board adoption of final plan
THANK YOU!

VISIT US ONLINE: Metro.net/oei

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