Metro Strategic Plan Overview

January 2017
**Metro Strategic Plan: 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
METRO STRATEGIC PLAN: FRAMEWORK

• TIME FRAME - 10-year plan
• VISION and MISSION – codify Metro’s reason for existing and aspirational vision
• GUIDING PRINCIPLES – articulate Metro’s agency values
• GOALS – identify and describe goals to address trends and themes
• KEY INITIATIVES – define strategies to achieve our goals
STEP 1: GATHER INFORMATION/IDENTIFY TRENDS

• REVIEW existing plans
• SURVEY employees, customers, and citizens
• BASELINE existing functions and operations
• INTERVIEW stakeholders
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 Outreach: Next Steps

Winter - Summer 2017

• Continue outreaching to key stakeholders
• Conduct public survey
• Conduct employee survey

Summer - Fall 2017

• Strategic Plan completion and Metro Board adoption
VISIT US ONLINE: Metro.net/oei

CONTACT US:
• Nadine Lee, Deputy Executive Officer, Innovation Office
  LeeN@metro.net or (213) 922-4656

• Tham Nguyen, Manager, Transportation Planning
  NguyenTha@metro.net or (213) 922-2606