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Strategic Priorities and Points of Emphasis
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Updated 11/12/2019 after Board Strategy Session 9/23 and ED/GM comments

Strategic Priorities

For the next decade and more, TriMet will strategically pursue prioritized improvements and enhancements that help us live up to our Vision and meet our Goals and Objectives. Considering equity in all of our activities and continuing to build a culture of safety to improve system safety and security for all mobility options, TriMet's strategic priorities (for roughly a 5-15 year horizon) are:

Customers	
Enhance Customer Experience	• Become a connector ~~of peoples' lives~~ and integrator of transportation choices • Significantly reduce customer travel times on key lines • Increase cleanliness on vehicles and across the system
Enhance ridership and increase non-single-occupancy-vehicle trips	Pursue customer information, ~~services,~~ service and projects, ~~policies, partnerships,~~ and regulations that increase use of transit~~, walking, biking, telecommuting, bikeshare, and similar mobility options~~and decrease single-occupancy vehicle driving
Enhance access to transit	Use short- and long-term tools, including transit-oriented development
Internal Business Practices	
System Safety and Security	Improve presence on the system and tools, techniques, and infrastructure that enhance system safety and security
Optimize internal processes and systems	Pursue improved or new processes and systems to cost-effectively increase effectiveness
People & Innovation	
Training Strategy	Develop and implement long-term operating, safety, and maintenance training needs, approaches, and implementation steps
Financial	
Maintain our current system	Improve state of good repair for TriMet assets to maintain our current system in good condition for our customers
Increase available funding for service and projects	Enhance available resources for service and projects by improving farebox recovery and increase use, return, and value capture on TriMet assets
Manage funding and fleet to increase ridership	Manage fleet and network expansion to increase mid-term to long-term ridership by: • Increasing and/or expanding bus service • Delivering regional projects, such as Southwest Corridor, Division Transit Project, Red Line Extension, and reliability investments

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Points of Emphasis for FY2021

We must focus and emphasize specific efforts in this Business Plan and in the TriMet Budget. Again, considering equity in all of our activities and continuing to build a culture of safety, TriMet's points of emphasis for FY2021 are:

Customers	
Enhance Mobility and Connections to Transit	Pursue new mobility opportunities and partnering to enhance mobility and connections to transit
Measure Success Beyond Ridership	Develop new measures and targets that better measure success beyond ridership on board TriMet transit vehicles
Presence on the System	Provide enhanced safety and security presence on the system, especially fare enforcement
Internal Business Practices	
Expand Transit Priority	- Secure additional bus lane and intersection treatments ~~Be a c~~Champion ~~for~~ policies that give transit priority over single occupancy vehicles at cities, counties, Metro and ODOT
~~Complete~~ **Implement IT Strategic Plan**	Develop and begin implementation of strategic Information Technology plan to make our systems more reliable, our data more useful and our work more effective and efficient
Deliver Capital Program	Deliver TriMet's capital program along with design and funding steps for key regional projects: Southwest Corridor, Red Line Extension, and Division Transit Project
People & Innovation	
Enhance Employee Diversity	Continue to implement recommendations from employment diversity report
Develop Training Strategy	Develop operating, safety, and maintenance training strategy
Financial	
Deliver HB2017-Payroll-Tax-Funded Services and Benefits	- Continue to increase enrollment in the Low-Income Fare program - Increase service and frequency