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
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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QUESTIONS FOR DISCUSSION

1. What are the major trends that affect mobility for your members/community?

2. What role can Metro play in addressing those trends?

3. What is the ideal outcome of the Metro Strategic Plan?