



## **STRATEGIC PLAN**

**2007 to 2020**

**Adopted May 9<sup>th</sup>, 2007**

### **❖ Ensure that JAUNT continues to be a sound corporation**

- Finalize Hazard and Security Program by August 1, 2007
- Maintain employee turnover rate at 20% or below
- Provide competitive salary and benefit programs to retain employees. Measured annually – benchmark = no more than 30% leaving for more money.
- Perform exit interviews with each employee who leaves and make changes to address valid concerns
- Configure driving positions to appeal to retiring baby boomers (benefits for part-time positions, flexible schedules, etc.). Report to the Board by June 2008.
- Set up agreements for backup gasoline supplies with local governments by January 2008.
- Set up agreements with local governments for backup operating facilities by June 2008.
- Create by September 2007 a new employee orientation on benefits issues mandatory for new employees at the 90-day mark and open to existing employees with questions.
- Increase funding relationships with business by 10% annually.
- Ensure that administrative expenses do not exceed 20% of the non-capital budget.

### **❖ Provide services that attract riders**

- Increase ridership on commuter routes by at least 2% each year
- Ensure on-time performance as measured by:
  - At least 98% of passengers reaching their appointments on-time
  - At least 85% of passengers picked up on-time

- Ensure that passengers feel they are safe and treated courteously, as measured by their response to the annual passenger survey
- Apply for funding for one new commuter route each year
- Decrease complaints by passengers about poor work performance by at least 5% per year
- Increase rural commuter services by at least 5% per year
- Create interconnecting routes with service in Augusta, Greene and Orange Counties by 2010.
- Test the usefulness of video marketing on the vehicles by adding a DVD player to the specs of our new vehicle order.

❖ **Expand services to meet transportation needs**

- Eliminate ADA turndowns
- Undertake at least one initiative to encourage Hispanic ridership each year (some possibilities include providing bonuses for Spanish-speaking staff members or for existing staff members who complete language classes, recruit at least one Hispanic Board member, place flyers in Hispanic stores)
- Meet with officials at each senior housing development at least twice a year both to advertise services and to request financial support
- Prepare a report on upgraded technology for fare payment by September 2008
- Meet with the National Ground Intelligence Center (NGIC) and other rapidly expanding companies both to advertise services and to request financial support.
- Add Spanish pages to JAUNT's website by July 2008.

❖ **Convey JAUNT's mission, services and economic impact to the general public, businesses, human service agencies, developers and legislators**

- Update website information at least monthly
- Participate in at least two public events in each county per year
- Take an active role in each rural interagency council
- Display marketing materials on board the vehicles that are updated quarterly
- Visit each major agency and institutional user at least twice a year
- Hold internal marketing meetings quarterly to involve staff in promoting services and gather their ideas
- Record a new telephone system introduction by September 2007.
- Continue active participation in the Virginia Transit Association, the Community Transportation Association of Virginia and the Community Transportation Association of America
- Ensure that new developments are compatible with JAUNT service

- Continue active participation in local committees, boards and studies

❖ **Provide service that is effective, efficient and safe**

- Maintain a preventable accident rate that is no more than one per 65,000 miles
- Provide at least 3.2 passenger trips per revenue hour
- Prepare a report to the Board on accident-reducing technologies (such as backup alarms and video cameras) by December 2008.
- Implement On-the-Job Driver Coach program by July 2007.

❖ **Minimize JAUNT's environmental footprint**

- Seek out opportunities to purchase alternative fuel passenger vehicles as soon as they are available
- Promote in-house recycling of paper, cardboard and aluminum cans and expand program to include plastic bottles and paperboard
- Purchase office supplies with recycled content
- Promote pedestrian-bicycle-transit connections (encourage localities to provide shelters, benches, bike racks and lighting, promote bikes on buses)