



# Northern Arizona Intergovernmental Public Transportation Authority

3773 N. Kaspar Drive • Flagstaff, AZ 86004 • 928-679-8900 • FAX 928-779-6868 • www.naipta.az.gov

## Strategic Work Plan January 2011 to June 2012

### MISSION

*Getting You Where You Want To Go*

### VISION

*To create the finest public transportation experience making NAIPTA services an excellent choice for Northern Arizona Communities.*

### GUIDING PRINCIPLES

- Treat everyone with respect
- Show initiative, imagination and creativity
- Collaborate to enhance service delivery
- Strive for continuous improvement in all we do
- Put the customer first
- Be environmental stewards
- Be trustworthy and dependable

### 5 YEAR HORIZON

- Plan with attention to “green” opportunities and long-term sustainability
- Apply imagination, creativity and innovation to improve the service we deliver
- Evaluate the effectiveness of our brand, name and image in creating stronger ties with the public
- Build cooperative relationships regionally to expand NAIPTA’s positive impact.
- Establish financial policies and seek revenue sources to maintain fiscal strength.
- Follow through on our plans and commitments to the community in a timely fashion.

### 10 YEAR HORIZON

- NAIPTA will be a seamless, inclusive regional system that is fully supported by member communities
- NAIPTA will be known for finishing what we start in a responsible, professional and timely manner.
- People will know NAIPTA... people will use NAIPTA. Marketing has succeeded.
- NAIPTA will be known for living the guiding principles.

### GOALS AND OBJECTIVES \* REVISED\*

- Launch Mountain Links service by Fall 2011
- Seek creative win-win business alliances for service provision that improves public transportation and adds to the NAIPTA impact by...
  - Convening a transportation summit of public and private providers to explore options for providing expanded Phoenix to Flagstaff connector service and Flagstaff to Grand Canyon connector service by fall 2011.
  - Complete a feasibility study to explore the costs and benefits of merging the FMPO and NAIPTA into one organizational structure by June 2012.
  - Continuing discussions with the FUSD about partnership opportunities.



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- Explore the possibilities of establishing an Eco-Pass for Northern Arizona University Students by June 30, 2012
- Create an updated 5 year plan for the entire NAIPTA region by June 2012.
- Form and employ a strategy to assure that the Verde Valley Loop is completed with all communities involved and satisfied with the value of the service provided to their community by...
  - Completing a feasibility study which documents costs, service levels and local government commitments by spring 2012
  - Acquiring 5311 funding to extend service to Village of Oak Creek and Camp Verde by June 30, 2012.
- Work to help establish dedicated funding sources for all members recognizing that it will require State legislation to cross County boundaries by...
  - Completing an inventory of dedicated funding source options available to NAIPTA member agencies by June 30, 2011
  - Share pros and cons of funding mechanisms with each member agency and assess if there is individual or collective interest in pursuing one or more strategies by December 30, 2011.
  - Formally consider adopting specific strategies by June 30, 2012
  - Serving on the Arizona Transit Association (AzTA) Board of Directors and developing a State-wide funding strategy by June 30, 2012
- Establish and employ a strengthened communication and public relations plan recognizing need for a value proposition being embraced community-by-community and rider-by-rider by...
  - Attempt to leverage activities of member agency public information officers to help carry NAIPTA's message
  - Attempt to piggyback on research conducted by other member agencies to refine public messaging as possible.
  - Continue to refine public messaging based on existing market research and industry expertise to craft marketing messages that resonate with member communities.
  - Scheduling ongoing participation in local community events and marketing activities in a manner that conveys appropriate messaging by June 30, 2012
  - Present an annual report to the governing body of each member agency by June 30, 2012.
  - Explore development of an intern program for special, short-term marketing projects and activities by 12-31-2011
- Establish creative attractions for NAIPTA ridership increases to get people where they want to go. Be a leader in the field by exploring innovative opportunities such as improved bus stops and WiFi through the 5 Year Planning process.



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