



## **Northern Arizona Intergovernmental Public Transportation Authority**

3773 N. Kaspar Drive • Flagstaff, AZ 86004 • 928-679-8900 • FAX 928-779-6868 • [www.naipta.az.gov](http://www.naipta.az.gov)

### **Strategic Work Plan January 2015 to June 2016**

#### **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
- Be fiscally responsible and responsive to changing demographics

#### **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 and enhance NAIPTA’s positive impact.
- Establish financial policies and seek revenue sources to maintain fiscal strength.
- Follow through on promises we have made.

#### **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.



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#### **WORKPLAN MISSION**

*Maintain transit service levels in a manner that supports successful implementation of both November 2014 roadway infrastructure sales tax efforts (Coconino County Proposition 403 and City of Flagstaff Proposition 406), increases cross-town frequency, and prepares to send a minimum flat transit tax renewal to the Voters by May 2016.*

#### **OBJECTIVES**

- Analyze timing options for returning to voters with a transit tax renewal and prepare a recommendation for Flagstaff City Council by September 2015 that includes a minimum of a flat tax renewal scenario.
- Participate actively in Proposition 406 efforts by serving on the City of Flagstaff's planning and implementation team.
- Continue to explore the benefits to all partners of closer collaboration between NAIPTA and FMPO and request a Board decision by June 30, 2015.
- Complete a financial analysis and 10 year projections of three service expansion scenarios by March 2015. All scenarios should recognize Prop. 406 impacts and provide cautious expansion plans that increase service and efficiency without risking the integrity and success of the existing system.
- Attempt to provide at least 20 minute cross-town frequency to match the 10 to 20 minute frequency provided on and around Northern Arizona University by June 30, 2016.
- Support the City's efforts to launch a public education campaign on Prop. 406 Implementation (You approved, We Improved) by including transit improvements in material. Prepare messaging by April 2015 and publicize by May 2015.
- Start educating the public about the service Mountain Line provides (tell the transit story) in preparation for returning to voters with a renewal question. Prepare messaging by October 2015 and continue outreach through May 2016.
- Keep the public informed and utilize elected officials and TAC members more extensively by providing them with information and outreach training by April 2015 and conduct 50 outreach presentations by May 2016.
- Continue to participate in state and national transit organizations with goal of advancing transit issues and increasing transit funding.
- Implement Board direction from November 2014 and triple NAIPTA's FY 2016 advertising revenues over FY 2014 levels (net \$180,000).
- Complete a Bus Rapid Transit (BRT) program plan which addresses downtown congestion issues by March 30, 2016.
- Complete independent market study of NAIPTA positions by May 2015 and provide fiscally responsible recommendation to Board by June 2015.
- Complete route schedule staffing analysis and attempt to reduce operating costs by 2% by June 2016.
- Develop Transit Guidelines/Development Impacts for Board adoption by May 2016.



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