



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 2017 to June 2018

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
- View risks as opportunities
- 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

Continue to provide excellent fixed route transit service as measured by customer satisfaction, employee satisfaction, ridership results, financial performance, and safety record throughout the 18-month period.

MEASUREABLE OBJECTIVES

- Do a comprehensive update of Flagstaff's 5-year transit plan by December 2017:
 - Zero based approach to service design
 - Robust public engagement and statistically valid quantitative, feedback.
 - Focus on results and evaluate tools using performance based analysis.
 - Question all assumptions related to Bus Rapid Transit (BRT).
 - Compare at least 2 two service models, i.e. BRT and improved service delivery.
- Explore regional services and partnerships, including completion of the Winslow Transit Plan, by June 2018.
- Clarify NAIPTA's intentions for transit service outside the City of Flagstaff by developing a policy for how we will evaluate and prioritize regional service requests by December 2018.
- Defer to City leadership on City's pending 2018 Transportation Tax renewal
 - Educate City officials and public about transit's value.
 - Get NAIPTA Board approval before committing NAIPTA involvement.
 - Consider additional transit sales tax initiative by December 2017.
- Provide recommendation to Board on ways to close "First mile, last mile" gap by June 2018.
- Explore partnership opportunities with NAU on 5 Year Plan, fleet and operations while respecting the needs of each organization by June 2018.
- Establish a formal process for developer "buy in" to transit system improvements required or proposed to serve new developments.
- Establish a NAIPTA leadership succession plan by June 30, 2018.
- Update marketing plan and evaluate new ways to attract student and non-student riders by March 2018.



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