2017 STRATEGIC PRIORITIES and INITIATIVES

In 2016, Mountain Rides completed, adopted, and implemented a 5-year Strategic Business Plan for 2016-2020. This plan plots the course for Mountain Rides and has been an effective tool in organizing and planning out work; 2016 implementation was right on track with almost all the goals and objectives successfully completed.

To continue to execute this 5-year plan, Mountain Rides must follow the year-by-year goals of the plan and put these goals into action by creating priorities and initiatives for each year. The following list of strategic priorities and initiatives was created at Mountain Rides’ strategic workshop for 2017, held on January 4th, 2017.

STRATEGIC PRIORITY #1 – Build internal capacity for improved administration and support

- Initiative 1A – establish 1-2 internship positions for marketing and IT functions
- Initiative 1B – continue to cross-train more employees internally
- Initiative 1C – add average of 1.5 FTE for better maintenance, administration, and operations support

STRATEGIC PRIORITY #2 – Market and educate to build awareness and ridership

- Initiative 2A – educate public officials on impact of Mountain Rides services; use rider/user experiences to tell the story
- Initiative 2B – continue marketing initiatives of 5-year plan; grow marketing budget to support increased marketing and customer information tools
- Initiative 2C – develop ambassador and volunteer program to help with community awareness, especially for new and improved services

STRATEGIC PRIORITY #3 – Work towards development of a centrally located downtown transportation center, likely in Ketchum

- Initiative 3A – educate community on need and importance of this project and how it helps the regional economy and quality of life
- Initiative 3B – engage in City of Ketchum dialogue on public parking and how to manage
- Initiative 3C – look at private-public development funding models for this project

STRATEGIC PRIORITY #4 – Follow the vision of the 5-year plan for service and program development

- Initiative 4A – continue to improve core routes and services
- Initiative 4B – evaluate new services like Galena and Airport and determine ways to expand and improve
• Initiative 4C – look at possibility of starting limited Twin Falls service with support from new funding partners

STRATEGIC PRIORITY #5 – Improve and support development of enhanced on-street and downtown infrastructure

• Initiative 5A – carry out bus stop improvement project for signage, lighting, benches, and shelters
• Initiative 5B – take an active role to support city efforts to improve bike and pedestrian infrastructure and increase use of biking and walking
• Initiative 5C – develop better entitlements for bus stops through easements and use agreements

STRATEGIC PRIORITY #6 – Develop new financial and planning partnerships with outside agencies

• Initiative 6A – evaluate opportunity to include Ride ‘n Fly airport bus into 1% for air local option tax
• Initiative 6B – work closely with city and county planning staff on transportation issues
• Initiative 6C – engage in regional discussions on land use, housing, and economic development

STRATEGIC PRIORITY #7 – Consider long-range organizational needs and start planning

• Initiative 7A – evaluate options for dealing with physical space constraints of Mountain Rides’ maintenance and administration facilities
• Initiative 7B – develop 1-3 year staffing plan that supports service growth
• Initiative 7C – continue development of better transit technology like electronic fareboxes
• Initiative 7D – develop plan for transition to electric buses with goal of first electric buses in operation by 2019

This list is not comprehensive. There are ongoing services, programs, and planning that will continue and are inherent in the day-to-day work of Mountain Rides. This list identifies specific initiatives and projects above and beyond the “baseline” work of Mountain Rides.