

AGENDA

Special Meeting of the Mountain Rides Transportation Authority Board of Directors STRATEGIC BUSINESS PLANNING WORKSHOP FOR 2013

Facilitated by Vanessa Fry, CTAI

9:00am to 3:00pm, December 18, 2012

YMCA Community Room, 101 Saddle Rd, Ketchum, ID

8:45a: **Continental Breakfast**

9:00a – 9:15a: **Intro and goals for the day**

- What do we want to accomplish today, what are the outcomes, what are the meeting expectations.

9:15a – 10:00a: **5-year Transit Service Development Vision (p.2-3)**

- Where are we headed in the next 5 years? What are the opportunities? What are the challenges? How do we do contingency planning?

10:00a – 10:15a: BREAK

10:15a – 11:00a: **Service Planning Process (p.4)**

- How do we improve how we adopt our annual service plan?

11:00a – 11:45a: **Funding Allocation Construct (p.5-10)**

- How are services funded and how do we incorporate this into budgeting and planning?

11:45a: **WORKING LUNCH**

12:00p – 12:45p: **Capital projects, planning and priorities for 2013 (p.11-15)**

- What infrastructure do we need to succeed? Is our fleet appropriate?

12:45p – 1:30p: **Marketing and Communications Plan (p.16-23)**

- What are the marketing and communications goals for 2013? And what are the most effective strategies to reach those goals?

1:30p – 2:15p: **Technology and Fuel Path**

- Where are we headed with technology projects? How can we “green” our fleet?

2:15p – 3:00p: **Board structure, committees, officers (p.24-36)**

- How do we manage board change over time? Do we have the right structure (board, committees, staff, and organizational structure) to accomplish what we want to do in 2013?

3:00p: **Adjourn**

NOTE: Public information on agenda items is available from the Mountain Rides office 800 1st Ave. North, or 208-788-7433. Any person needing special accommodation to attend the above noticed meeting should contact Mountain Rides three days prior to the meeting at 208-788-7433.

FINAL – 12/12/12