

EXECUTIVE SUMMARY AND BACKGROUND

The Capital Area Transit System (CATS) developed this strategic plan to guide the agency's work to improve the Baton Rouge community through safe and reliable transit while supporting the City's long-term workforce and economic development needs.

The CATS team selected four strategic priorities for the future of the organization, which include focusing on mobility and ridership, management and financial sustainability, capital investment, and community stewardship. Each strategic priority identifies related agency goals to promote each strategic priority. A series of objectives, measures or targets, and action items support each goal, with timelines and responsible parties assigned to ensure maximum transparency to internal and external CATS stakeholders, including riders, operators and the general public.

The selected strategic priorities and their goals are:

Strategic Priority #1 – Mobility and Ridership

CATS is focused on improving mobility and increasing ridership within the region. CATS aims to deliver service excellence and this strategic priority focuses on service elements that impact CATS ability to deliver high quality transportation services that focus on customer satisfaction, safety, operational reliability, service planning and delivery.

- Goal #1: Improve service reliability
- Goal #2: Optimize investments in service and continue to monitor existing and emerging markets
- Goal #3: Enhance customer satisfaction
- Goal #4: Expand transit services across the region

Strategic Priority #2 – Management and Financial Sustainability

CATS seeks to be a responsible fiduciary of the funding entrusted to CATS by the community. The success of the transit system is dependent on the cost-effective management of all revenues and the stability and accountability of its workforce. CATS understands that success requires a strong and engaged workforce. CATS is dedicated to supporting staff development across all levels of the agency.

- Goal #5: Continue to improve planning and management of budgetary resources and expenditures
- Goal #6: Increase funding streams and revenue diversity to ensure long-term financial stability
- Goal #7: Advance employee hiring and performance evaluation processes to support an effective and stable workforce
- Goal #8: Further advance staff development and engagement

EXECUTIVE SUMMARY AND BACKGROUND CONTINUED

Strategic Priority #3 – Capital Investment

Investment in transit infrastructure is critical to maintaining safe, reliable and cost-effective delivery of transit services now and into the future. Infrastructure includes rolling stock, operating facilities and passenger amenities.

- Goal #9: Establish the Five-Year Capital Improvements and Investments Plan (CIIP) as a vehicle to achieve goals outlined in the strategic plan

Strategic Priority #4 – Community Stewardship

CATS is a vital part of Baton Rouge with a responsibility to positively impact the community. Success is dependent upon its commitment to environmental sustainability and its effective and beneficial relationships with the public, CATS customers, transit stakeholders and elected and appointed governmental officials.

- Goal #10: Enhance community’s perception of CATS
- Goal #11: Encourage environmental responsibility

THIS PLAN IDENTIFIES THE STEPS CATS MUST TAKE TO IMPROVE BATON ROUGE’S TRANSIT SYSTEM, INCLUDING DEVELOPING KEY STRATEGIC PARTNERSHIPS AND INVESTING IN THE AGENCY’S HUMAN AND PHYSICAL CAPITAL. IF SUCCESSFUL, CATS WILL TRULY CONNECT ITS RIDERS TO WHAT MATTERS TO THEM, FROM WORK OR SCHOOL TO HEALTH CARE, COMMERCE, FELLOWSHIP AND ENTERTAINMENT.

CATS MISSION, VALUES, AND STRATEGIC PRIORITIES

MISSION

ENRICHING THE LIVES OF OUR CUSTOMERS AND
COMMUNITIES BY OFFERING INDEPENDENCE AND SAFETY...
CONNECTING YOU TO WHAT MATTERS.

CATS Values

Customer Focused Service

Drive Economic Innovation

Safety First

Culture of Excellence

Social and Environmental Responsibility

Integrity in everything we do

STRATEGIC PRIORITIES

1 *Mobility and Ridership*

3 *Capital Investment*

2 *Management and Financial
Sustainability*

4 *Community Stewardship*