



# MetroLINK

Strategic Plan  
Executive  
Summary

2016-2020

Over the past 5 years MetroLINK has celebrated unprecedented success, meeting or exceeding the goals and commitments set forth in the organizational strategic plan. Our impactful strategies have not gone unnoticed, as MetroLINK has been recognized extensively nationally and throughout our community for the positive impact transit plays in developing and supporting strong communities. Recognized as the "Outstanding Transit System of the Year" by APTA is just one example of how our exemplary efforts and accomplishments have set the standard for others in the industry. These triumphs are a testament to the vision, determination, and passion MetroLINK staff has for effectively integrating transit into synergistic solutions that advance the Illinois Quad Cities.

Thoughtful land use planning and investments in capital infrastructure have paved the way for increased ridership and our ability to maintain and support a robust operation and maintenance program. Rider tools, public awareness, community partnerships, and excellent customer service have generated new excitement for current transit riders, and also for those who are embracing transit for the first time. As we move into the next five years, our challenge will be to support, maintain and enhance our existing systems while aligning our organizational strategy with changing community needs.

The Quad Cities Chamber of Commerce, in support of a regional economy, has identified potential improvements in creating a "cool, creative, connected, and prosperous region". More than 150 organizations throughout the Quad Cities region came together in 2014 to begin discussing **what – together –** we could do as community stewards to transform the Quad Cities region into a cool, creative and prosperous place to live and work. Businesses, academic institutions, local governments, non-profit organizations and others have endorsed a long range vision statement: "The Quad Cities region is recognized globally in 2030 for growing and attracting talent and businesses, is energized by a culturally rich community, inspires innovation, and embraces lifelong learning." MetroLINK, as a key partner within the Quad City Chamber of Commerce, is there to support short and long range efforts for a successful community. We know that communities across the nation are embracing public transit as a vital resource that encourages economic development and retains a healthy and prosperous workforce. Our Quad City leaders understand this too – and support a growing need for a highly efficient regional transportation system that is fluid, connected, and supporting of a cool, creative, and prosperous region.

Our efforts moving forward will focus on three key areas: **Cool, Creative, Connected, and Prosperous Region, System Renewal, and Balanced, Engaged, and Motivated People.** The driving theme behind these strategies is to provide the best customer service possible while supporting the economic growth of the Quad Cities and beyond.

## 1.0 Cool, Creative, Connected, and Prosperous Region

### 1.1 Emerging Markets

*1.1.1 Market transit as a connection to/linking neighborhoods, college campuses, and residential clusters to "cool places", employment, and other hot spots*

*1.1.2 Utilize annual survey demographics and other data collections to profile potential transit users and identify emerging niche markets*

### 1.2 Advocacy

*1.2.1 Advocate for transit oriented development in new residential, retail, and commercial developments*

*1.2.2 Engage elected officials as supporters of transit*

*1.2.3 Communicate transit's role as a sustainable and economic engine in the Quad Cities*

*1.2.4 Support state and national efforts in making the case for long term funding in public transportation*

### 1.3 System Connectivity

*1.3.1 Using ridership statistics, data, and community demographics, analyze Metro's current route structure to determine potential opportunities for efficiencies along key corridors*

*1.3.2 Explore the use of new and emerging technologies and rider tools to enhance the ease and convenience of using public transit*

*1.3.3 Work with local and regional partners in developing an urban mobility network, promoting movement through complementary modes of travel such as walking, biking, ride sharing, and taking transit*

*1.3.4 Support local efforts to streamline transit services in an effort to better "regionalize the Quad Cities"*

## 2.0 System Renewal

### 2.1 Capital Infrastructure – Vehicles, Stations, and Passenger Amenities

*2.1.1 Modernize fleet by replacing vehicles that have extended their useful life and are in need of replacement*

*2.1.2 Protect current infrastructure and explore opportunities for upgrading aging infrastructure throughout the system*

*2.1.3 Modernize and maintain the best collection of shelters and stop locations*

### 2.2 IT Systems

*2.2.1 Develop an IT Strategy that anticipates and responds to new technologies essential to supporting our fleet, employees, and public*

### 2.3 Financial Stability

*2.3.1 MetroLINK will execute fiduciary responsibility in the expenditure of funds*

*2.3.2 Develop new ways to offset expenses through creative partnerships and analysis of current practices*

## 3.0 Balanced, Engaged, and Motivated People

### 3.1 Human Capital

*3.1.1 Align administrative staffing needs to address short and long term growth expectations, with respect to current and future budget forecasts*

*3.1.2 Be an attractive workplace that is welcoming and inclusive, reflecting the diverse makeup of our community and creating an environment that values the uniqueness of each individual*

*3.1.3 Streamline and strengthen employee enrichment and training programs utilizing new technologies and current human capital*

## **3.2 Health, Wellness and Safety**

*3.2.1 Capitalizing on the success of "Wise Living" drives employee wellness engagement through health initiatives encouraging employees to take an active role in their individual wellness*

*3.2.2 Implement effective policies and procedures for a safe and secure environment for our employees, customers and community*

## **3.3 Excited Workforce**

*3.3.1 Create "open and honest" opportunities for employees to provide feedback through supervisory channels and employee gatherings*

*3.3.2 Building upon existing morale initiatives, explore new ways to create excitement about working for MetroLINK, and reinforce how each individual and their daily work contributes to MetroLINK's mission and purpose*