Bucket Name	Task Name	Progress	Priority	Due date	Completed Da	Labels
1 - 30th Anniversary Program (August 25th)	Anniversary Logo	Completed	Urgent	02/29/2024	06/12/2024	
1 - 30th Anniversary Program (August 25th)	Identify and Secure Sponsors (Engage Business Community)	Completed	Low	03/31/2024	10/07/2024	
1 - 30th Anniversary Program (August 25th)	Advertising Promotion of Business	Completed	Medium	03/31/2024	10/07/2024	Completion Pending
1 - 30th Anniversary Program (August 25th)	Anniversary Event	Completed	Urgent	03/31/2024	08/05/2024	Completion Pending
1 - 30th Anniversary Program (August 25th)	Once a Month Anniversary Event	Completed	Urgent	03/31/2024	08/05/2024	Completion Pending
1 - 30th Anniversary Program (August 25th)	Bus Wrap (Not full) Anniversary Bus	Completed	Medium	03/31/2024	06/12/2024	
1 - Community Engagement	Canned Speaker Bureau (Rotary Meetings Etc.)	In progress	Important	03/31/2025		DELAYED;Rescheduled
1 - Community Engagement	Chamber Presentations	In progress	Medium	03/31/2025		DELAYED
1 - Community Engagement	Oxford Engagement (for General Public)	Not started	Low	03/31/2025		
1 - Community Engagement	Coffee & Conversations Events	Not started	Medium	06/06/2025		DELAYED
1 - Community Engagement	Community Advocates/Advisory Committee	Not started	Important	07/01/2025		DELAYED;Rescheduled
1 - Community Engagement	2025 Marketing Planner	In progress	Important	12/31/2025		
1 - Community Engagement	State of The Authority	Not started	Low	03/31/2026		
1 - Develop Education/Advocacy-Services & Ridership	Define rider demographic vs. non-rider demographic	Completed	Urgent	07/31/2024	10/07/2024	DELAYED;Rescheduled
1 - Develop Education/Advocacy-Services & Ridership	Determine the communications for each area/rider demographic	In progress	Important	08/31/2024		DELAYED;Completion Pending
1 - Develop Education/Advocacy-Services & Ridership	Create Informational/Educational Materials for Public Consumption	In progress	Medium	03/01/2025		BLOCKED by PreReq;Rescheduled
1 - Develop Education/Advocacy-Services & Ridership	Social Media Marketing-Build Ridership-New Developments	In progress	Medium	09/05/2025		Rescheduled
1 - Develop the BCRTA Story- Structure & Vision, Comm	Enviromental Impact	Not started	Low	08/31/2024		
1 - Develop the BCRTA Story- Structure & Vision, Comm	Create talking Points & Content for Public Sharing	In progress	Important	11/22/2024		BLOCKED by PreReq;DELAYED;Rescheduled
1 - Develop the BCRTA Story- Structure & Vision, Comm	Meeting with Elected Officials	In progress	Important	11/25/2024		DELAYED;Rescheduled
1 - Develop the BCRTA Story- Structure & Vision, Comm	Collaborating Strategically (Voice at the Bigger Table)	Not started	Low	11/30/2024		
1 - Develop the BCRTA Story- Structure & Vision, Comm	Fiscal Impact	Completed	Medium		03/03/2025	Evergreen Target
1 - Merchandise	Create Online Store	Completed	Low	08/30/2024	06/14/2024	
1 - Merchandise	Create and Sell BCRTA Merchandise	Completed	Low	12/01/2024	12/09/2024	DELAYED;Rescheduled
1 - Merchandise	Establish Loyalty Program/Free Merch Relationship	In progress	Low	03/31/2025		
1 - Merchandise	Leverage Resell Partners for Merch	Completed	Low	06/30/2025	11/04/2024	
1 - Miami University Program	Explore Additional MU Contacts (Employee Engagements/Education)	In progress	Important	03/31/2025		
1 - Miami University Program	Mobility Options Awareness & Connections	In progress	Low	03/31/2025		
1 - Miami University Program	Annual bus wrap with MU-Competition?	Not started	Low	03/31/2025		ON HOLD
1 - Miami University Program	Raising Student Orientation Profile	In progress	Low	07/31/2025		
1 - Miami University Program	Engage the Parking & Transportation Advisory Council	In progress	Medium			Evergreen Target
2 -Enhance Revenues	Investigate Funding Model and other communities Success Stories	In progress	Medium	03/31/2024		
2 -Enhance Revenues	Develop Unfunded Service Scenarios	Completed	Important	08/09/2024	09/26/2024	Rescheduled
2 -Enhance Revenues	Stage 1-Elected Official Support	In progress	Important	10/04/2024		
2 -Enhance Revenues	Community Partnerships	Not started	Low	03/31/2025		
2 -Enhance Revenues	Business Partnerships	Not started	Low	03/31/2025		
2 -Enhance Revenues	1st Attempt at Long-Term Dedicated Funding	Not started	Important	03/31/2025		
2 -Enhance Revenues	Stage 2-Community Education	Not started	Important	04/04/2025		
2 -Enhance Revenues	Funding Education Campaign Tour	In progress	Important	06/01/2025		DELAYED;Rescheduled
2 -Enhance Revenues	Community Campaign (Support Transit Window Stickers/Pledge)	Not started	Medium	06/30/2025		
2 -Enhance Revenues	2nd Attempt for Long-term Dedicated Funding	Not started	Important	09/30/2025		
2 -Enhance Revenues	Leverage Unused/Untapped/Lapsing Local Transit Funds	In progress	Medium			Evergreen Target
3 -Engage Disruptive Technology	Engagement	In progress	Medium	03/31/2025		
3 -Engage Disruptive Technology	IT Partners	Not started	Medium	03/31/2025		
3 -Engage Disruptive Technology	Testing Partners	Not started	Medium	03/31/2025		
3 -Engage Disruptive Technology	Innovation Reputation (recruitment)	Not started	Medium	03/31/2025		
3 -Engage Disruptive Technology	Work with Small Businesses and Entrpenuers to Advance economic developme	Not started	Medium	03/31/2025		
3 -Engage Disruptive Technology	Work with Entreprenurial Centers, Incubators, Colleges/Universities	Not started	Medium	03/31/2025		
3 -Engage Disruptive Technology	Funding (Ex. CVG Application for NASA Grant)	In progress	Medium	06/30/2025		
3 -Engage Disruptive Technology	Get BCRTA on the map-Develope a Regional/National Reputation	In progress	Medium	03/31/2026		
3 -Engage Disruptive Technology	Advanced Mobility Hubs	Not started	Medium	03/31/2026		
3 -Engage Disruptive Technology	Patents and Other Revenue Generation Opportunities	Not started	Low	06/30/2026		

Category	Task	Status	Priority	Due	Completed	Notes
4 - Public Partner Engagements	Butler County (ODJFS)	Completed	Low	09/30/2024	01/17/2025	
4 - Public Partner Engagements	Workforce Investment Board	In progress	Medium	09/30/2024		Follow-Up Item
4 - Public Partner Engagements	Warren County	Completed	Low	03/31/2025	01/06/2025	
4 - Public Partner Engagements	Clermont County	In progress	Low	03/31/2025		
4 - Public Partner Engagements	NEORide	In progress	Medium			Evergreen Target
4 -Leverage Regional Partners	Expand Oversight Resonsibility and capabilities for Middletown Small Urban Ar	In progress	Important	12/31/2024		BLOCKED by PreReq
4 -Leverage Regional Partners	Engage in EZConnect Paratransit Technology Coordination	In progress	Low	03/31/2025		
4 -Leverage Regional Partners	Utilize Other Transit Agencies to Identify "Win-Win" Scenarios	Not started	Low	03/31/2025		
4 -Leverage Regional Partners	Engage in Regional Paratransit Coordination	In progress	Low	12/31/2025		
5 - Lead Workforce Development	Update Program for Prior Operator (create options: PT, Experienced, etc.)	Completed	Important	03/31/2024	04/03/2025	DELAYED
5 - Lead Workforce Development	Investing in Recruitment/Employment Advertising	Completed	Important	03/31/2024	10/07/2024	Evergreen Target;Completion Pending
5 - Lead Workforce Development	Create Onboarding Schedules So All leaders Can Participate	Completed	Important	03/31/2024	09/03/2024	
5 - Lead Workforce Development	Salary Study	Completed	Urgent	03/31/2024	08/05/2024	Completion Pending
5 - Lead Workforce Development	BCRTA Value	Completed	Medium	03/31/2024	03/28/2024	
5 - Lead Workforce Development	Expand Training Capacity	In progress	Urgent	03/31/2024		BLOCKED by PreReq;DELAYED
5 - Lead Workforce Development	Better Understand the 4th Generation in the Workforce and Identify Needs for	In progress	Medium	03/31/2024		DELAYED;Completion Pending
5 - Lead Workforce Development	Workforce Investment Act Recruiting	Completed	Medium	06/30/2024	08/05/2024	
5 - Lead Workforce Development	Implement Lessons Learned from the 4th Generation Research	Completed	Important	06/30/2024	08/05/2024	
5 - Lead Workforce Development	Differentiate Recruiting	Completed	Medium	06/30/2024	05/07/2024	
5 - Lead Workforce Development	Internal Promotion Pathways	Completed	Medium	09/15/2024	08/05/2024	DELAYED
5 - Lead Workforce Development	Structure Organization for Consistent Supervisor Relationship	Completed	Important	12/31/2024	01/17/2025	BLOCKED by PreReq;Rescheduled;Completion Pending
5 - Lead Workforce Development	Develop Staff Engagement Commitment and Activities	In progress	Medium	01/01/2025		Rescheduled
5 - Lead Workforce Development	Emotional Pull-1 Video/Quarter	In progress	Medium	02/01/2025		DELAYED;Rescheduled
5 - Lead Workforce Development	Onboarding Within the Department and with a Mentor (Post Training)	Not started	Low	06/02/2025		DELAYED;Rescheduled
5 - Lead Workforce Development	Vocational Schools as Targets	Completed	Low	06/30/2025	08/05/2024	
5 - Lead Workforce Development	Staff Training for Internal Customer Service (mentor/Ambassador Training)	In progress	Medium	06/30/2025		Ahead of Schedule!
6 - Adapt To Market Demands	Infrastructure	In progress	Medium	06/30/2024		
6 - Adapt To Market Demands	Differentiate Our Service Delivery Strategy by Mode and Geography	In progress	Important	06/30/2024		BLOCKED by PreReq;BLOCKED by Funding
6 - Adapt To Market Demands	Connecting with Other Modes of Transportation	In progress	Low	06/30/2024		Rescheduled;Evergreen Target
6 - Adapt To Market Demands	Connecting with Other Transit Systems	In progress	Medium	06/30/2024		
6 - Adapt To Market Demands	Develop Good, Better, Best Scenarios	Completed	Important	08/06/2024	09/26/2024	DELAYED
6 - Adapt To Market Demands	Gather Business Input	In progress	Important	03/01/2025		BLOCKED by PreReq;DELAYED;Rescheduled
6 - Adapt To Market Demands	Create and Complete Community Service on Needs & Desires	In progress	Important	06/02/2025		Rescheduled
To do	2022 Annual Report	Completed	Urgent	01/29/2024	07/09/2024	Completion Pending
To do	Rearrange Web Site to Support Strategic Plan Materials	Completed	Urgent	05/24/2024	10/07/2024	Completion Pending
To do	2023 Annual Report	Completed	Important	09/30/2024	01/06/2025	Follow-Up Item;DELAYED;Rescheduled;Completion Pen

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