Task Name

Anniversary Logo
Identify and Secure Sponsors (Engage Business Community)
Advertising Promotion of Business
Anniversary Event
Once a Month Anniversary Event
Bus Wrap (Not full) Anniversary Bus
Community Advocates/Advisory Committee
Canned Speaker Bureau (Rotary Meetings Etc.)
Oxford Engagement (for General Public)
Chamber Presentations
Coffee & Conversations Events
State of The Authority
Define rider demographic vs. non-rider demographic
Determine the communications for each area/rider demographic
Create Informational/Educational Materials for Public Consumption
Social Media Marketing-Build Ridership-New Developments
Enviromental Impact
Create talking Points & Content for Public Sharing
Meeting with Elected Officials
Collaborating Strategically (Voice at the Bigger Table)
Fiscal Impact
Create Online Store
Create and Sell BCRTA Merchandise
Establish Loyalty Program/Free Merch Relationship
Leverage Resell Partners for Merch
Mobility Options Awareness & Connections
Explore Additional MU Contacts (Employee Engagements/Education)
Annual bus wrap with MU-Competition?
Raising Student Orientation Profile
Engage the Parking & Transportation Advisory Council
Investigate Funding Model and other communities Success Stories
Develop Unfunded Service Scenarios
Stage 1-Elected Official Support
Funding Education Campaign Tour
1st Attempt at Long-Term Dedicated Funding
Business Partnerships
Community Partnerships
Stage 2-Community Education
Community Campaign (Support Transit Window Stickers/Pledge)
2nd Attempt for Long-term Dedicated Funding
Leverage Unused/Untapped/Lapsing Local Transit Funds
Engagement

Work with Small Businesses and Entrpenuers to Advance economic development for the futiure

Work with Entreprenurial Centers, Incubators, Colleges/Universities

Testing Partners

Innovation Reputation (recruitment)

IT Partners

Funding (Ex. CVG Application for NASA Grant)

Get BCRTA on the map-Develope a Regional/National Reputation

Advanced Mobility Hubs

Patents and Other Revenue Generation Opportunities

Butler County (ODJFS)

Workforce Investment Board

Warren County

Clermont County

NEORide

Expand Oversight Resonsibility and capabilities for Middletown Small Urban Area

Engage in EZConnect Paratransit Technology Coordination

Utilize Other Transit Agencies to Identify "Win-Win" Scenarios

Engage in Regional Paratransit Coordination

BCRTA Value

Investing in Recruitment/Employment Advertising

Create Onboarding Schedules So All leaders Can Participate

Salary Study

Update Program for Prior Operator (create options: PT, Experienced, etc.)

Expand Training Capacity

Better Understand the 4th Generation in the Workforce and Identify Needs for Employee Attraction

Workforce Investment Act Recruiting

Implement Lessons Learned from the 4th Generation Research

Differentiate Recruiting

Internal Promotion Pathways

Structure Organization for Consistent Supervisor Relationship

Engage in DEI Commitment and Activities

Emotional Pull-1 Video/Quarter

Onboarding Within the Department and with a Mentor (Post Training)

Vocational Schools as Targets

Staff Training for Internal Customer Service (mentor/Ambassador Training)

Differentiate Our Service Delivery Strategy by Mode and Geography

Infrastructure

Connecting with Other Modes of Transportation

Connecting with Other Transit Systems

Develop Good, Better, Best Scenarios

Gather Business Input

Create and Complete Community Service on Needs & Desires

2022 Annual Report

Rearrange Web Site to Support Strategic Plan Materials
2023 Annual Report

Bucket Name	Progress	Priority
1 - 30th Anniversary Program (August 25th)	Completed	Urgent
1 - 30th Anniversary Program (August 25th)	Completed	Low
1 - 30th Anniversary Program (August 25th)	Completed	Medium
1 - 30th Anniversary Program (August 25th)	Completed	Urgent
1 - 30th Anniversary Program (August 25th)	Completed	Urgent
1 - 30th Anniversary Program (August 25th)	Completed	Medium
1 - Community Engagement	Not started	Important
1 - Community Engagement	Not started	Important
1 - Community Engagement	Not started	Low
1 - Community Engagement	Not started	Medium
1 - Community Engagement	Not started	Medium
1 - Community Engagement	Not started	Low
1 - Develop Education/Advocacy-Services & Ridership	Completed	Urgent
1 - Develop Education/Advocacy-Services & Ridership	In progress	Important
1 - Develop Education/Advocacy-Services & Ridership	Not started	Medium
1 - Develop Education/Advocacy-Services & Ridership	In progress	Medium
1 - Develop the BCRTA Story- Structure & Vision, Community Value	Not started	Low
1 - Develop the BCRTA Story- Structure & Vision, Community Value	In progress	Important
1 - Develop the BCRTA Story- Structure & Vision, Community Value	In progress	Important
1 - Develop the BCRTA Story- Structure & Vision, Community Value	Not started	Low
1 - Develop the BCRTA Story- Structure & Vision, Community Value	In progress	Medium
1 - Merchandise	Completed	Low
1 - Merchandise	Completed	Low
1 - Merchandise	In progress	Low
1 - Merchandise	Completed	Low
1 - Miami University Program	In progress	Low
1 - Miami University Program	Not started	Important
1 - Miami University Program	Not started	Low
1 - Miami University Program	In progress	Low
1 - Miami University Program	In progress	Urgent
2 -Enhance Revenues	In progress	Medium
2 -Enhance Revenues	Completed	Important
2 -Enhance Revenues	Not started	Important
2 -Enhance Revenues	Not started	Important
2 -Enhance Revenues	Not started	Important
2 -Enhance Revenues	Not started	Low
2 -Enhance Revenues	Not started	Low
2 -Enhance Revenues	Not started	Important
2 -Enhance Revenues	Not started	Medium
2 -Enhance Revenues	Not started	Important
2 -Enhance Revenues	In progress	Medium
3 -Engage Disruptive Technology	In progress	Medium

3 -Engage Disruptive Technology	Not started	Medium
3 -Engage Disruptive Technology	Not started	Medium
3 -Engage Disruptive Technology	Not started	Medium
3 -Engage Disruptive Technology	Not started	Medium
3 -Engage Disruptive Technology	Not started	Medium
3 -Engage Disruptive Technology	In progress	Medium
3 -Engage Disruptive Technology	In progress	Medium
3 -Engage Disruptive Technology	Not started	Medium
3 -Engage Disruptive Technology	Not started	Low
4 - Public Partner Engagements	Completed	Low
4 - Public Partner Engagements	In progress	Medium
4 - Public Partner Engagements	Completed	Low
4 - Public Partner Engagements	Not started	Low
4 - Public Partner Engagements	In progress	Medium
4 -Leverage Regional Partners	In progress	Important
4 -Leverage Regional Partners	In progress	Low
4 -Leverage Regional Partners	Not started	Low
4 -Leverage Regional Partners	In progress	Low
5 - Lead Workforce Development	Completed	Medium
5 - Lead Workforce Development	Completed	Important
5 - Lead Workforce Development	Completed	Important
5 - Lead Workforce Development	Completed	Urgent
5 - Lead Workforce Development	In progress	Important
5 - Lead Workforce Development	In progress	Urgent
5 - Lead Workforce Development	In progress	Medium
5 - Lead Workforce Development	Completed	Medium
5 - Lead Workforce Development	Completed	Important
5 - Lead Workforce Development	Completed	Medium
5 - Lead Workforce Development	Completed	Medium
5 - Lead Workforce Development	Completed	Important
5 - Lead Workforce Development	In progress	Medium
5 - Lead Workforce Development	Not started	Medium
5 - Lead Workforce Development	Not started	Low
5 - Lead Workforce Development	Completed	Low
5 - Lead Workforce Development	In progress	Medium
6 - Adapt To Market Demands	In progress	Important
6 - Adapt To Market Demands	In progress	Medium
6 - Adapt To Market Demands	In progress	Low
6 - Adapt To Market Demands	In progress	Medium
6 - Adapt To Market Demands	Completed	Important
6 - Adapt To Market Demands	Not started	Important
6 - Adapt To Market Demands	In progress	Important
To do	Completed	Urgent

To do   Completed Urgent

To do   Completed Important

Start date	Due date	Completed Checklist Items
01/01/2024	02/29/2024	
01/01/2024	03/31/2024	
01/01/2024	03/31/2024	
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01/01/2024	03/31/2024	
04/03/2023	07/01/2024	
04/01/2024	12/31/2024	0/2
01/01/2025	03/31/2025	0/1
12/02/2024	03/31/2025	
12/02/2024	06/06/2025	
01/01/2026	03/31/2026	
01/01/2024	07/31/2024	1/1
01/01/2024	08/31/2024	1/2
07/01/2024	03/01/2025	0/5
01/01/2025	09/05/2025	
06/03/2024	08/31/2024	
01/01/2024	11/22/2024	1/2
04/01/2024	11/25/2024	2/3
10/01/2024	11/30/2024	
04/01/2024		
07/01/2024	08/30/2024	
01/01/2024	12/01/2024	2/3
01/01/2025	03/31/2025	0/2
04/01/2025	06/30/2025	
01/01/2025	03/31/2025	0/4
01/01/2025	03/31/2025	1/4
01/01/2025	03/31/2025	
04/01/2025	07/31/2025	
01/01/2024		3/3
01/01/2024	03/31/2024	
04/01/2024	08/09/2024	
07/01/2024	10/04/2024	
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01/01/2024	12/31/2024	
01/01/2024	01/01/2025	0/4
11/04/2024	02/01/2025	0/4
07/01/2024	06/02/2025	
04/01/2025	06/30/2025	0/3
04/01/2025	06/30/2025	
04/01/2024	06/30/2024	0/13
04/01/2024	06/30/2024	0/6
04/01/2024	06/30/2024	1/4
04/01/2024	06/30/2024	2/4
04/01/2024	08/06/2024	
07/01/2024	03/01/2025	0/4
04/01/2024	06/02/2025	
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Labels

31%	
33%	
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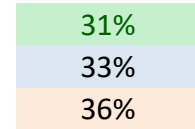
Completion Pending
Completion Pending
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DELAYED
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DELAYED
DELAYED

DELAYED;Rescheduled
DELAYED;Completion Pending
BLOCKED by PreReq;Rescheduled
Rescheduled

BLOCKED by PreReq;DELAYED;Rescheduled
DELAYED;Rescheduled

Evergreen Target

DELAYED;Rescheduled
Ahead of Schedule!

ON HOLD

Evergreen Target

Rescheduled

DELAYED;Rescheduled

Evergreen Target

Follow-Up Item

Evergreen Target
BLOCKED by PreReq

Evergreen Target;Completion Pending

Completion Pending
DELAYED
BLOCKED by PreReq;DELAYED
DELAYED;Completion Pending

DELAYED
BLOCKED by PreReq;Rescheduled;Completion Pending
Rescheduled
Rescheduled
DELAYED;Rescheduled

Ahead of Schedule!

DELAYED
BLOCKED by PreReq;Rescheduled
Rescheduled
Completion Pending

Completion Pending

Follow-Up Item;DELAYED;Rescheduled;Completion Pending

COMPLETED
IN PROGRESS
NOT STARTED

Plan name	BCRTA Strategic Plan
Plan ID	vGknTnFeGkqtr4WQI-NjfGUABKRj
Date of export	02/14/2025