

Help Shape the Future: BC Transit's Corporate Strategic Plan

Why a Strategic Plan?

Last year the Provincial Government set a very ambitious goal for BC Transit: double transit ridership by 2020. In order to achieve this goal and integrate transit into stronger, and more sustainable communities, we must reassess how we plan, invest in, and promote public transportation throughout the province.

At the same time, we know that our world is in transition.

The changes around us bring many opportunities. Emerging technologies have the potential to better inform and engage our customers. New partnerships and public awareness make the creation of world class green transportation networks even more possible.

We also know that achieving our goal over the next decade and beyond will bring some real challenges. Among them we need to think about how we will address a shifting climate and an aging population, while adjusting to a less predictable energy and economic situation.

A strategic plan enables us to take a detailed look at these trends and their influence on our organization so that we can prepare and strategize for the future. This work also builds skills and knowledge that will allow us to better adapt to other unforeseen challenges and opportunities as they occur.

Even more importantly, by taking the time to create a positive vision of the future that we want for our families, our communities, and our organization we have taken the first important step in making that future happen.

Our Plan

In April 2009 BC Transit will launch a province-wide strategic planning process to look at these challenges and opportunities and set a vision for the future. This Corporate Strategic Plan will guide the long-term direction of BC Transit and will provide the framework for more detailed capital plans, service plans, and budgets to follow. Fully supported by our Senior Leadership Team and open to all ideas, it will be an unprecedented opportunity to re-imagine our organization and set a course for its continued evolution.

At its core, the BC Transit strategic plan seeks to answer some very key questions:

- **Who are we now?** How well has BC Transit been performing and what are the strengths and weaknesses of our current organization and services?
- **What does the future hold?** What are the emerging trends, opportunities, and challenges that we face now and in the years ahead?
- **Who do we want to be?** What is our vision for the future and how do we see our mission and our place within it? What are the values that we collectively support and which are crucial that we retain for our success?
- **How do we make it happen?** What are the priority objectives and strategies to realize the vision, meet challenges, and develop opportunities? How will we adapt and update these strategies over time. How do we ensure that ideas manifest into responsiveness and action?



We Need Your Voice

A key part of our plan's success will be involving many people in its development and implementation. We will be asking our co-workers, customers, transit partners, and community leaders from around the province to provide input and feedback.

There are a number of ways to get involved:

BC Transit Employees

- An employee steering committee drawn from departments throughout BC Transit will help guide the process.
- Facilitated workshops will be held in the vicinity of both the Victoria Transit Centre (VTC) and Langford Transit Centre (LTC). Follow up workshops may also be held to refine specific ideas and areas.
- Interactive open houses will be held at VTC and LTC and will be available to all employees and their families.
- An on-line survey will be available for those unable to participate via the other methods.

Local Governments

- A facilitated workshop and interactive open house will be available to those elected officials and local government staff attending the BC Transit Conference in Comox, BC on May 6-8, 2009.
- A discussion paper and invitation to participate will be sent to elected officials and senior local government staff.
- An on-line survey will be available for local government elected officials and staff unable to participate via the other methods.

Transit System Operating Companies

- A facilitated workshop and interactive open house will be available at the BC Transit Conference for the operating company staff who help deliver BC Transit services in the 80 transit systems across the province outside of Greater Victoria and Metro Vancouver.
- Those who cannot attend the conference will be encouraged to participate in the on-line survey. In particular, invitations will be extended to all operating company front-line transit staff through a poster campaign.

Our Customers, Other Stakeholders, and the General Public

- Through news releases, a poster campaign, and advertising on board buses the public will be encouraged to let us know how we can improve service within their community through an interactive on-line survey.
- After the initial data gathering, follow up interviews / workshops with the public may be held in specific locations to gather more detail.

Timing

Project Phase / Approval Targets	Timeline
BC Transit Employee Workshops and Open Houses	April 28 – May 5, 2009
Local Government and Operating Company Workshops and Open House	May 7-8, 2009 (BC Transit Conference)
Local Government Dialogue	April 28 – May 27, 2009
On-line Interactive Survey for employees, partners, and public	April 28 – May 17, 2009
Data Analysis & Draft Plan Development	May – July 2009
Presentation of preliminary results to BC Transit Board	July 2009
Proposed consultation with stakeholders regarding draft plan	Mid September to Late October 2009
Strategic Plan finalized	December 2009