

Introduction

Bloomington Public Transportation Corporation (BPTC) provides essential transit services to our community, operating 13 bus routes, BT Access (paratransit service for people with disabilities), and microtransit (currently a pilot).

Today, BPTC faces a variety of challenges, as well as new resources and technological developments in the industry that represent significant opportunities. In the coming years, we will need to find ways to ensure we can serve the entire Bloomington region, expand and modernize our main operations facility to enable growth and a transition to zero-emissions vehicles, innovate to enhance the customer experience as well as internal processes, and make BPTC an even greater place for our employees to work. Ultimately, we want to be a national model for small and mid-size transit agencies—one that innovatively deploys new and more sustainable technologies and effectively manages and motivates our workforce to provide crucial and high-quality services to our customers and community.



MISSION

Provide our community with safe, reliable, equitable, and innovative mobility options.



VISION

Build a community with transportation options to suit the public's mobility needs.

Developing the Strategic Plan Framework

The Transform BT strategic plan was developed collaboratively by BPTC's board and agency leadership. We also held engagement events with our employees, the public, and our partner organizations, which gave us insightful suggestions for how BPTC can better serve our community and meet its goals:



GOAL 1: SERVING CUSTOMERS

Attract and retain customers by providing safe, reliable, high-value, and convenient transportation services



GOAL 2: INNOVATION

Continually innovate to promote mobility management solutions for the public



GOAL 3: FINANCE AND MANAGEMENT

Operate in a responsible manner that maintains the organization's long-term financial strength and creates effective governance

GOAL 4: EMPLOYEES

Be an employer of choice by providing a career-based work environment based on a culture of respect, professional and personal growth, and integrity



GOAL 5: COMMUNITY AND EQUITY

Contribute to the economic, social, and environmental vitality of our community by equitably providing service to all members of our community



Creating a Plan of Action

To meet the goals we set for ourselves, we developed a program of 28 strategies organized into four initiatives.

INITIATIVE 1: PARTNERSHIPS AND ENGAGEMENT

These strategies relate to our relationships with partners who play a role in our community's mobility.

KEY STRATEGIES:

- **Remove barriers to allow BPTC to provide service throughout Monroe County**
- **Establish BPTC as the community's mobility manager**
- **Expand opportunities for collaboration and integration with Campus Bus**

INITIATIVE 2: MODERNIZING OPERATIONS

The strategies in this section will help improve agency operations, management, and planning to make BPTC a nimbler and more innovative organization.

KEY STRATEGIES:

- **Modernize or replace our main operations facility to address future needs**
- **Expand organizational capacity for acquiring and implementing new technologies**
- **Transition to Battery-Electric Buses (BEBs)**

INITIATIVE 3: EMPLOYEE RECRUITING, RETENTION, AND SATISFACTION

Attracting and retaining operators and mechanics is necessary for improving the reliability of service, expanding service to new destinations, and implementing innovative mobility practices.

KEY STRATEGIES:

- **Improve intra-agency communication**
- **Create process for assessing and improving employee safety**
- **Implement expanded professional development program**

INITIATIVE 4: CUSTOMER-FACING SERVICE IMPROVEMENTS

To improve the customer experience, we will adopt new technology, improve procedures, and implement new services.

KEY STRATEGIES:

- **Establish permanent microtransit service**
- **Adopt new customer-facing information system**
- **Study and implement East-West Rapid Transit Corridor**

Implementing the Plan

The plan includes a 10-year implementation timeline and a process for evaluating our performance. Each year, BPTC will set goals for 33 key metrics and report our performance to the Board and public in our annual scorecard.

We look forward to your support as we work toward our vision of building a community with transportation options to suit the public's mobility needs.

