



Pittsburgh Regional Transit

STRATEGIC PLAN WORKPLAN
OFFICE OF THE CEO
Establish The Foundation
Year 1 (FY26)

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CHAMPION

Section

Grow Ridership

OBJECTIVE (GR #3)						
Develop and build on existing partnerships in the community						
STRATEGY (GR 3.1)	Partner with external stakeholders to increase transit-support in communities					
KEY PERFORMANCE INDICATORS (KPIs)	Comp plan(s) completion & # of transit supportive policies					
ACTION ITEMS TASKS	Start Year	Start Date	End Date	Champion Division	Supporter Division	Assigned To:
Advocate for transit-supportive development across the region, working with partners to proactively influence important land-use and development decisions where appropriate	FY26	7/1/25	7/1/26 – 28	Strategy & Development	COMMS, Legal & Finance	Plan: Derek Dauphin & Moira Egler Strat: Paulina Mandeville
ADDITIONAL NOTES						

YEAR 1 (FY26) ESTABLISH THE FOUNDATION

Be A Good Neighbor

OBJECTIVE (BGN #1)						
Prepare for climate and infrastructure resilience						
STRATEGY (BGN 1.1)						
Reduce waste and negative environmental impact on our region						
KEY PERFORMANCE INDICATORS (KPIs)						
# of projects completed with renewable sources						
ACTION ITEMS TASKS	Start Year	Start Date	End Date	Champion Division	Supporter Division	Assigned To:
Transition to 100% renewable electricity sources by 2030	FY26	7/1/25	7/1/26	Strategy, Finance	Legal, AIS & Finance	Ryan Warsing
ADDITIONAL NOTES						

YEAR 1 (FY26) ESTABLISH THE FOUNDATION

SUPPORTER

Section

Create Efficiency & Accountability

OBJECTIVE (CEA #1)						
Prioritize financial stability						
STRATEGY (CEA 1.1)						
Manage costs						
KEY PERFORMANCE INDICATORS (KPIs)						
Cost savings & revenue enhancements						
ACTION ITEMS TASKS	Start Year	Start Date	End Date	Champion Division	Supporter Division	Assigned To:
Identify significant revenue enhancements or cost savings	FY26	7/1/25	7/1/26 – Ongoing	Finance	All	David McCarthy
ADDITIONAL NOTES						

YEAR 1 (FY26) ESTABLISH THE FOUNDATION

OBJECTIVE (CEA #2)

Implement operational efficiencies

STRATEGY (CEA 1.1)

Evaluate structures and workflows to ensure the successful execution of the strategic plan and long-term goals

KEY PERFORMANCE INDICATORS (KPIs)

of SOPs

ACTION ITEMS TASKS	Start Year	Start Date	End Date	Champion Division	Supporter Division	Assigned To:
Ensure budget processes lines up with the strategic plan by creating a SOP	FY26	7/1/25	7/1/26	Finance	All	Nicole Snell

ADDITIONAL NOTES

Grow Ridership

OBJECTIVE (GR #2)						
Expand access to service						
STRATEGY (GR 2.2)						
Address key operational space needs						
KEY PERFORMANCE INDICATORS (KPIs)						
TBA						
ACTION ITEMS TASKS	Start Year	Start Date	End Date	Champion Division	Supporter Division	Assigned To:
Complete Facilities Master Plan and Park and Ride Strategic Plan	FY26	7/1/25 (started - Fall 23)	7/2/26	Development	All	Seth Davis
ADDITIONAL NOTES						

YEAR 1 (FY26) ESTABLISH THE FOUNDATION

Improve Service Quality

OBJECTIVE (ISQ #2)						
Improve information sharing with and from riders						
STRATEGY (ISQ 2.2)						
Listen to riders & use feedback to prioritize action						
KEY PERFORMANCE INDICATORS (KPIs)						
Customer satisfaction score						
ACTION ITEMS TASKS	Start Year	Start Date	End Date	Champion Division	Supporter Division	Assigned To:
Procure and expand the VOC channels to include real-time customer satisfaction data to supplement current methods and assist in the development of strategic initiatives using actionable customer feedback by FY26	FY26	7/1/25	7/2/26	COMMS, Transportation	Strategy & AIS	Shanika Johnson
ADDITIONAL NOTES						

YEAR 1 (FY26) ESTABLISH THE FOUNDATION

Support Our Workforce

OBJECTIVE (SOW #2)						
Enhance workforce skills and adaptability						
STRATEGY (SOW 2.1)						
Anticipate and establish a plan for workforce needs						
KEY PERFORMANCE INDICATORS (KPIs)						
# of training programs / types of programs						
ACTION ITEMS TASKS	Start Year	Start Date	End Date	Champion Division	Supporter Division	Assigned To:
Implement the Reimagined Training & Development plan by activating key focus areas that align with Onboarding, Employee Training and Development, Leadership Development, and Team Engagement	FY26	7/1/25	7/2/26 - Ongoing	HR	Transportation, Strategy & Maintenance	Danielle Jacobson
ADDITIONAL NOTES						

OBJECTIVE (SOW #2)

Enhance workforce skills and adaptability

STRATEGY (SOW 2.2)

Enhance succession planning programs

KEY PERFORMANCE INDICATORS (KPIs)

TBA

ACTION ITEMS TASKS	Start Year	Start Date	End Date	Champion Division	Supporter Division	Assigned To:
Create a job shadow program whereby non-rep can volunteer or shadow all divisions	FY26	7/1/25	7/2/26	HR	All	Danielle Jacobson

ADDITIONAL NOTES