



Pittsburgh Regional Transit

STRATEGIC PLAN WORKPLAN  
COMMUNICATIONS DIVISION  
Establish The Foundation  
Year 1 (FY26)

# Table of Contents

<b>CHAMPION</b> .....	4
Create Efficiency & Accountability.....	5
Prioritize financial stability.....	5
Diversify revenue sources .....	5
Grow Ridership .....	6
Evaluate and Expand Passes and Marketing .....	6
Optimize fare models.....	6
Improve Service Quality.....	7
Improve information sharing with and from riders .....	7
Ensure riders are well informed about things affecting PRT service .....	7
Listen to riders & use feedback to prioritize action .....	9
<b>SUPPORTER</b> .....	10
Create Efficiency & Accountability.....	11
Prioritize financial stability.....	11
Manage costs .....	11
Pursue external operational funding .....	12
Grow Ridership .....	13
Evaluate and Expand Passes and Marketing .....	13
Optimize fare models.....	13
Expand access to service.....	14
Address key operational space needs .....	14
Partner with external stakeholders to increase transit-support in communities.....	15
Improve Service Quality.....	16
Improve Bus On-Time performance from current annual 67% to 75% by 2031 .....	16

Ensure garages have the tools, support, and education to be successful ..... 16

Support Our Workforce ..... 17

    Improve employee satisfaction & wellbeing..... 17

        Foster a supportive workplace culture that prioritizes mental health and well-being..... 17

Enhance workforce skills and adaptability ..... 18

    Enhance succession planning programs..... 18

# CHAMPION

Section

YEAR 1 (FY26) ESTABLISH THE FOUNDATION

Create Efficiency & Accountability

OBJECTIVE (CEA #1)						
Prioritize financial stability						
STRATEGY (CEA 1.4)						
Diversify revenue sources						
KEY PERFORMANCE INDICATORS (KPIs)						
# of digital spaces identified						
ACTION ITEMS   TASKS	Start Year	Start Date	End Date	Champion Division	Supporter Division	Assigned To:
Identify potential use of PRT's digital spaces for advertising sales opportunities	FY26	7/1/25	7/2/26 – Ongoing	COMMS	Maintenance & Transportation	Terri Landis
ADDITIONAL NOTES						

Grow Ridership

OBJECTIVE (GR #1)						
Evaluate and Expand Passes and Marketing						
STRATEGY (GR 1.1)						
Optimize fare models						
KEY PERFORMANCE INDICATORS (KPIs)						
TBA						
ACTION ITEMS   TASKS	Start Year	Start Date	End Date	Champion Division	Supporter Division	Assigned To:
Implement modern point of sale system for customer-facing transactions. Install, train staff and fully implement the benefits of new Clover point of sale system in the Customer Service Center, including mobile transactions	FY26	7/1/25	7/2/26	COMMS	AIS & Legal	Mike Schepis
ADDITIONAL NOTES						

## Improve Service Quality

### OBJECTIVE (ISQ #2)

Improve information sharing with and from riders

### STRATEGY (ISQ 2.1)

Ensure riders are well informed about things affecting PRT service

### KEY PERFORMANCE INDICATORS (KPIs)

TBA

ACTION ITEMS   TASKS	Start Year	Start Date	End Date	Champion Division	Supporter Division	Assigned To:
Establish new methods of communicating detours, events, or unexpected challenges. Improve customer confidence in trip arrivals and disruptions by improving customer alerts	FY26	7/1/25	7/2/26 – Ongoing	COMMS	Transportation & AIS	Laurie Sandoval
Improve in-person Service Center Experience by providing transit assistance, Q&A opportunity with a rep, language access (previously not provided)	FY26	7/1/25	7/2/26	COMMS	AIS & HR	Mike Schepis
Improve reliability and quality of PRT awareness and information associated with all capital improvement projects, maintenance projects and similar transit disruptions that impact communities and riders	FY26	7/1/25	7/2/26	COMMS	Transportation & Development	Andrew Carr

YEAR 1 (FY26) ESTABLISH THE FOUNDATION

Develop and implement a satellite network that brings in-person customer service assistance to neighborhoods beyond Downtown in our evolving post-COVID environment	FY26	7/1/25	7/2/26 – Ongoing	COMMS	AIS, Finance, Marketing/ Outreach/ Legal	John Beeler
Promote "personalized PRT rider alerts" via Clever to attract riders to a more reliable, central and equitable alerts system	FY26	7/1/25	7/2/26 – Ongoing	COMMS	AIS & Transportation	Dante Calderone
ADDITIONAL NOTES						



OBJECTIVE (ISQ #2)

Improve information sharing to and from riders

STRATEGY (ISQ 2.2)

Listen to riders & use feedback to prioritize action

KEY PERFORMANCE INDICATORS (KPIs)

TBA

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	Strategy & AIS	Dante Calderone

ADDITIONAL NOTES

# SUPPORTER

Section

YEAR 1 (FY26) ESTABLISH THE FOUNDATION

Create Efficiency & Accountability

OBJECTIVE (CEA #1)						
Prioritize financial stability						
STRATEGY (CEA 1.1)						
Manage costs						
KEY PERFORMANCE INDICATORS (KPIs)						
amount of revenue, and cost savings						
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	7/2/26 – Ongoing	Finance	All	Dave McCarthy/ Sean Trageser (Budget Operating Side)
ADDITIONAL NOTES						

OBJECTIVE (CEA #1)						
Prioritize financial stability						
STRATEGY (CEA 1.2)						
Pursue external operational funding						
KEY PERFORMANCE INDICATORS (KPIs)						
TBA						
ACTION ITEMS   TASKS	Start Year	Start Date	End Date	Champion Division	Supporter Division	Assigned To:
Document and update finance processes and procedures	FY26	Started	8/26	Finance & COMMS	COMMS	Curtis Conrad
ADDITIONAL NOTES						

Grow Ridership

OBJECTIVE (GR #1)						
Evaluate and Expand Passes and Marketing						
STRATEGY (GR 1.1)						
Optimize fare models						
KEY PERFORMANCE INDICATORS (KPIs)						
TBA						
ACTION ITEMS   TASKS	Start Year	Start Date	End Date	Champion Division	Supporter Division	Assigned To:
Establish a fare system refresh change & Masabi card distribution plan	FY26	Started	7/1/26	Development	All	Dante Calderone
ADDITIONAL NOTES						

OBJECTIVE (GR #2)

Expand access to service

STRATEGY (GR 2.2)

Address key operational space needs

KEY PERFORMANCE INDICATORS (KPIs)

Plan completion  
# of projects started

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 (fall 23 -started)	7/2/26	Development	All	Seth Davis

ADDITIONAL NOTES

**OBJECTIVE (GR #3)**

Expand access to service

**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 polices

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	Started	7/2/26 – 28	Development	All	Derek Dauphin & Moira Egler

**ADDITIONAL NOTES**

Improve Service Quality

OBJECTIVE (ISQ #1)						
Improve Bus On-Time performance from current annual 67% to 75% by 2031						
STRATEGY (ISQ 1.2)						
Ensure garages have the tools, support, and education to be successful						
KEY PERFORMANCE INDICATORS (KPIs)						
Expansion of the program						
ACTION ITEMS   TASKS	Start Year	Start Date	End Date	Champion Division	Supporter Division	Assigned To:
Expand rewards and recognition programs (the new operator OTP award, development of the operator excellence award, and in collaboration with maintenance management to create a new maintenance award to incentivize employees to improve reliability, professionalism, and customer service skills)	FY26	7/1/25	7/2/26	Transportation & Maintenance	Transportation & AIS	Shanika Johnson
Create and record training videos such as CDL Pre-trip and common troubleshooting issues or fixes	FY26	7/1/25	7/2/26	Transportation	COMMS, HR (LMS)	Alex Kumnik



Support Our Workforce

OBJECTIVE (SOW #1)						
Improve employee satisfaction & wellbeing						
STRATEGY (SOW 1.2)						
Foster a supportive workplace culture that prioritizes mental health and well-being						
KEY PERFORMANCE INDICATORS (KPIs)						
TBA						
ACTION ITEMS   TASKS	Start Year	Start Date	End Date	Champion Division	Supporter Division	Assigned To:
Conduct regular communication efforts to distribute valuable mental health support and well-being resources to employees and partner with external organizations to increase solutions offered through PRT's Employee Assistance Program	FY26	Started	7/2/26 – Ongoing	HR	All	Dawn Boggs
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	Started	7/2/26 – Ongoing	HR	All	Danielle Jacobson

ADDITIONAL NOTES