



Pittsburgh Regional Transit

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

Table of Contents

**CHAMPION** ..... 4

Grow Ridership ..... 5

    Evaluate and Expand Passes and Marketing ..... 5

    Optimize fare models..... 5

**SUPPORTER** ..... 6

Create Efficiency & Accountability..... 7

    Prioritize financial stability..... 7

        Manage costs ..... 7

    Implement operational efficiencies ..... 8

        Implement and enhance data architecture, data intelligence, and data governance ..... 8

Grow Ridership ..... 9

    Evaluate and Expand Passes and Marketing ..... 9

        Optimize fare models..... 9

    Expand access to service..... 10

        Address key operational space needs ..... 10

Improve Service Quality..... 11

    Improve bus on time performance ..... 11

        Optimize workflow in garages ..... 11

    Improve information sharing with and from riders ..... 12

        Ensure riders are well informed about things affecting PRT service ..... 12

        Listen to riders & use feedback to prioritize action ..... 13

Be A Good Neighbor ..... 14

    Prepare for infrastructure resilience..... 14

        Reduce waste and negative environmental impact on our region..... 14

Ensure service and processes are fair and balanced .....	15
Aim to increase small and disadvantaged business participation each year by FY2031 consistent with applicable law.....	15
Support Our Workforce .....	16
Enhance succession planning programs.....	16

# CHAMPION

Section

YEAR 1 (FY26) ESTABLISH THE FOUNDATION

Grow Ridership

OBJECTIVE (ISQ #1)						
Evaluate and Expand Passes and Marketing						
STRATEGY (ISQ 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	7/2/26 – Ongoing	Transportation	AIS & Legal	Shelley Wolf & TBA
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 & Implementation of software						
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)
Implement budget software	FY26	7/1/25	7/2/26	Finance	AIS	Dave McCarthy
ADDITIONAL NOTES						

OBJECTIVE (CEA #2)						
Implement operational efficiencies						
STRATEGY (CEA 2.1)						
Implement and enhance data architecture, data intelligence, and data governance						
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	7/1/25	7/2/26	COMMS	Transportation & Maintenance	Nicole Snell
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	Started	7/2/26	Development	AIS	Mike Schepis
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						

Improve Service Quality

OBJECTIVE (ISQ #1)						
Improve bus on time performance						
STRATEGY (ISQ 1.1)						
Optimize workflow in garages						
KEY PERFORMANCE INDICATORS (KPIs)						
Operator Logon % OTP %						
ACTION ITEMS   TASKS	Start Year	Start Date	End Date	Champion Division	Supporter Division	Assigned To:
Identify technology to support improvement of system OTP (including Operator's Logon), purchase/ implement a real-time dashboard and seek solutions to improve Operator logon % - auto logons	FY26	7/1/25	7/2/26	COMMS	Transportation & AIS	Charles Reeves
ADDITIONAL NOTES						

**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 actual service information including 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
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	COMMS	AIS	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	FY26	7/1/25	7/2/26	COMMS & Transportation	AIS	Dante Calderone & Shanika Johnson

**ADDITIONAL NOTES**

Be A Good Neighbor

OBJECTIVE (BGN #1)						
Prepare for infrastructure resilience						
STRATEGY (ISQ 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	6/30/30	Strategy & Finance	AIS	Rayn Warsing
ADDITIONAL NOTES						

**OBJECTIVE (BGN #2)**

Ensure service and processes are fair and balanced

**STRATEGY (BGN 2.4)**

Aim to increase small and disadvantaged business participation each year by FY2031 consistent with applicable law

**KEY PERFORMANCE INDICATORS (KPIs)**

# of outreach events & individual cert counseling appointments/ # payments to subs/ # of awards granted to subs

ACTION ITEMS   TASKS	Start Year	Start Date	End Date	Champion Division	Supporter Division	Assigned To:
Host events and trainings for DBE/DB firms to learn how to do business with PRT and connect with potential prime contractors to increase the number of DBE firms certified with PAUCP/PRT each year	FY26	7/1/25	7/2/26 – Ongoing	HR	AIS	Sue Broadus

**ADDITIONAL NOTES**

Support Our Workforce

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	7/1/26	HR	All	Danielle Jacobson
ADDITIONAL NOTES						