

Strategic Planning in Rural Transit Agencies

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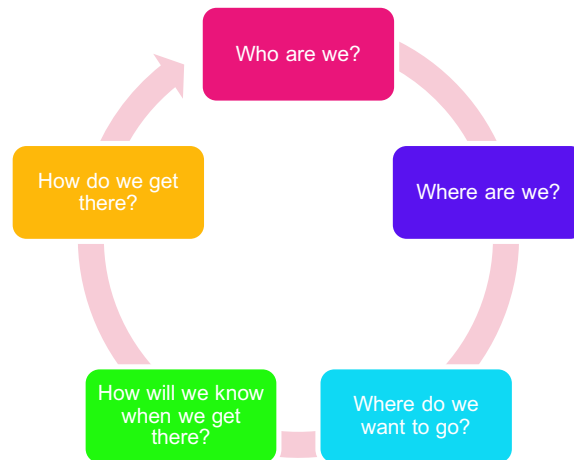
Introduction:

The purpose of this qualitative research study is to allow rural transit agencies and their partners to describe in their own words what they see as most important in the strategic planning process for their agencies.

Research Question:

What is the most important step in the strategic planning process for Rural Public Transit Agencies?

The Framework:



Fritz, Don, The FGR Group, 2019.

Theme Summary:

- The largest number of themes were categorized into the initial phases of the strategic planning process: “Who are we?” and “Where are we?”
- Participants not only identified these things as most important, they also identified them as the most often overlooked or neglected.

Recommendations:

- Agencies can understand who and where they are by defining their systems and organization, and reviewing mission, purpose, and values.
- Agencies may need help defining their systems.
- Follow up with agencies to ask if they need assistance (perhaps facilitation) with the strategic planning process.
- Further research needed into how best to prepare agencies for successful strategic planning.
- This study suggests more attention may be required on the first two steps in the framework.
- Further training on strategic planning would be beneficial to rural transit agencies.