



April 17, 2014

To: Fox Cities Transit Commission

From: Deborah Wetter
General Manager

Subject: Strategic Plan Update and Invitation to SWOT Analysis Event

The Strategic Planning project is finally underway. We have received the draft of the first Technical Memo from SRF Consulting Group, Inc. which is a description of the existing conditions and funding mechanisms of Valley Transit as well as some useful demographic information about the Fox Cities communities.

The first steering committee meeting and Strengths, Weaknesses, Opportunities and Threats (SWOT) discussion will take place on Thursday, May 8, 7:30-9:30 a.m. at the Radisson Paper Valley Hotel. A continental breakfast will be served. Members of the Transit Commission are invited and encouraged to attend. Check-in, continental breakfast and networking will take place from 7:00-7:30 a.m. with the presentation and SWOT exercise beginning promptly at 7:30 a.m. We are mindful of busy schedules and will end promptly at 9:30 a.m. In addition to the Steering Committee and the Transit Commission, we have invited mayors, town, village and county administrators and staff and several other community leaders who we thought would add value and a different perspective to the discussion.

We will have a number of ways that the public can provide input into the process. Valley Transit is hosting an open house on May 7 from 4:30 - 6:00 p.m. to explain the project and give people the opportunity to share their opinions about public transit in the Fox Cities, how it works now, what it should look like in the future, and what gaps there are in transportation in the Fox Cities. The consultants will be conducting additional interviews of transit riders both at the Appleton and Neenah Transit Centers. And people will be able to give us their comments throughout the process by email, letter, on the website, by phone or in person at a variety of meetings which are being scheduled throughout the Fox Cities. We are setting up a special website which will include all documents created during the strategic planning process including the draft report when it is completed in August and the final report after it is presented to the Steering Committee and the Transit Commission.

Valley Transit has not done a strategic plan for many years. We want this process to reflect the views of our community about public transit and are working hard to make it an open and transparent process. If done correctly, this strategic plan will provide the Fox Cities communities with a road map for transit decisions for the next three, five and ten years.