



2025 - 2028 STRATEGIC PLAN

A Blueprint to Build Trust, Increase Collaboration, and Connect the Region

EXECUTIVE SUMMARY

The Triangle continues to experience significant growth. Across the region, the demand for enhanced transportation options has never been greater. A vibrant system of multi-modal infrastructure and services is essential for long-term success.

There's much work to do and for GoTriangle this includes ongoing transformation to ensure that the agency can be an effective partner ready to address growing transit needs and help achieve larger regional priorities.

With this in mind, GoTriangle's 2025-2028 Strategic Plan is being actively implemented through a mix of strategies and initiatives that support the agency's updated Mission and Vision.

To shape the strategic plan, GoTriangle engaged more than 45 regional stakeholders, listening to insights on how the agency can better serve needs now and moving forward.



READY, SET ... GOTRIANGLE

Five areas were identified to make focused improvements and help achieve the agency's Mission and Vision moving forward:



OUR MISSION

Connecting people and the region with high-quality transit.



OUR VISION

To be our region's trusted mobility partner.



OUR VALUES

Respect, Communication, Integrity, Trustworthiness, Reliability, Community Minded, Safety, Collaboration, Organizational Excellence.

- 1. Future Planning** – Providing expert support and collaboration with partners to develop and implement transit solutions that meet the region's growing needs.
- 2. Customer Connectivity** – Delivering high-quality service that connects our customers to life's opportunities.
- 3. Financial Responsibility** – Building trust and greater transparency in the stewardship of public resources, including budgeting, financial forecasting and reporting.
- 4. Transit Enhancements** – Implementing transit enhancement projects that support regional mobility and economic benefits.
- 5. Employer of Choice** – Fostering a culture where employees are fully engaged in advancing GoTriangle's mission and vision.

FUTURE PLANNING



- Rollout of the Strategic Plan
- Complete the Bus Blueprint Study
- State of the Region Summit or similar action events
- Board/Executive Leadership Team Annual Retreat
- Asset planning for long-term facility needs
- Advocate for transit investments across the region, including Bus Rapid Transit
- Align departments and functions to strengthen coordination and strategic execution

CUSTOMER CONNECTIVITY

- Improve service frequency by implementing planned expansion in the short-range plan and obtaining funding for additional near-term priorities
- Improve fixed route service reliability and on-time performance on all modes
- Develop and begin implementation of a long-term GoPass strategy within the context of regional transit ridership
- Ensure vehicles are safe, clean, and reliable, and that bus stops, park and rides, and other transit facilities are safe, clean, and regularly maintained
- Update Fleet Plan to achieve and maintain State of Good Repair
- Develop and implement a marketing strategy to attract new riders and bring back riders who stopped using GoTriangle services
- Expand the Transit Ambassadors Program
- Continue to enhance agency-wide safety measures
- Leverage technology and analytics to enhance the customer experience and improve reliability and cost-effective operations

FINANCIAL RESPONSIBILITY



- Promote clarity and confidence in the agency's financial position by implementing recommendations within the Deloitte report
- Ensure operational excellence in financial processes:
 - Drive consistency, accuracy, and timeliness across all core financial operations including budgeting, forecasting, reporting, and compliance—by implementing robust internal controls, leveraging automation where appropriate, and fostering a culture of accountability. This includes standardizing workflows, enhancing system integrations, and continuously monitoring.
- Enable data-driven financial decision-making to optimize organizational growth and long-term value
- Develop a board engagement program including onboarding and training in this area
- Conduct ethics and fiduciary training for the Board
- Optimize enterprise asset management through comprehensive review and modernization

TRANSIT ENHANCEMENTS

- Delivery and opening of RUS Bus facility (Completed)
- Planning and project development to support both the Triangle Mobility Hub Project and the BOMF Modernization & Expansion Project
- Support service reliability by identifying and implementing transit priority infrastructure strategies in areas where buses are stuck in traffic
- Design, Construct, and Deliver Bus Stop Improvements
- Develop a long range capital improvement plan
- Pursue Bus on Shoulder (BOSS) opportunities by partnering with NCDOT to improve transit reliability and enhance efficiency

EMPLOYER OF CHOICE

- Implement a new Human Resources Information System (HRIS)
- Engage employees in the implementation of GoTriangle's Strategic Plan
- Develop and implement a structured employee engagement program
- Modernize and improve GoTriangle employee policies
- Develop and begin implementing a comprehensive training and development program for all employees
- Establish a regular, comprehensive compensation analysis process