

Port Washington, Wisconsin
Wednesday, November 7, 2007

The Strategic Planning Committee met in Room A-200 of Administrative Center.

Meeting called to order at 12:34 PM by Chairperson Becker.

Present: Committee Members, Becker, Barrow, Bock, Richart, Rothstein, Stern, and Wirth.

Others Present: Tom Meaux and Jason Dzwiniel

Absent: None.

1. Proper Notice and Adoption of Agenda: Jason Dzwiniel provided assurance that the meeting had been properly noticed provided. Motion made by Supervisor Wirth to adopt the agenda, seconded by Supervisor Stern. Motion carried (6-0).
2. Approval of Minutes of October 17, 2007 Meeting: Motion made by Supervisor Wirth to approve October 17, 2007 minutes, seconded by Supervisor Barrow. Motion carried (6-0).
3. Strategic Mapping Process: Motion made by Supervisor Barrow to table the strategic mapping discussion until the December 5, 2007 meeting, seconded by Supervisor Stern. Motion carried (6-0).
4. Adjournment: Motion made by Supervisor Bock to adjourn the meeting, seconded by Supervisor Barrow. Motion carried (6-0).

Meeting adjourned at 12:36 PM

AREA OF FOCUS – MAINTAINING AND ENHANCING PUBLIC TRANSPORTATION

STRATEGIC PERSPECTIVES	CUSTOMER	Enhancing public access – ongoing assessment of public demand and service expectations	Maximization of public use	Development of service amenities	Evening and weekend service	Coordination with private sector employers and employees – economic development			
	INTERNAL PROCESS	Marketing and advertising opportunities	Festival and holiday services – coordination with Milwaukee events	Development of service for students	Maximization of internal efficiencies (fares, maintenance costs)	Coordination of bus and taxi service for customer	Express commuter service and stop service	Analyze wholly county operated system efficiencies	Discounted ridership programs
	LEARNING & GROWTH	Use of technology for efficiencies and as a communication and marketing tool	Continued planning and coordination of service e with regional attractions	Coordination with local businesses and employment agencies	Enhanced scheduling tools	Continue client surveys to assess service expectations			
	FINANCIAL	Seeking alternative revenue sources & private sector revenues	Cost benefit analyses of ongoing operations and capital expenditures	Advertising revenue					

AREA OF FOCUS – MAINTAINING AND ENHANCING PUBLIC TRANSPORTATION

STRATEGIC PERSPECTIVES	CUSTOMER	Snow removal	“Safe and sound” lighting, surface, signage, etc...	Efficient travel – time & fuel consumption	County(wide) leadership – planning, grants, resource development	Planning for alternative forms of transportation
	INTERNAL PROCESS	Hot mix operations – cost benefit analysis	Snow removal – planning and operational analysis	Intergovernmental cooperation – marketing of services, equipment purchases, communication	Information on planned construction and detours	Communication & Website enhancements
	LEARNING & GROWTH	Interdepartmental employee sharing and cross training		Use of technology to enhance efficiency	Research partnership with UW-System and MATC	
	FINANCIAL	Maintenance deferrals	Competitive private sector bidding and cost benefit analysis		Increasing intergovernmental projects and revenues	

AREA OF FOCUS – MAINTAINING AND ENHANCING PUBLIC TRANSPORTATION

STRATEGIC PERSPECTIVES	CUSTOMER								
	INTERNAL PROCESS								
	LEARNING & GROWTH								
	FINANCIAL								

