



CIRTA

Central Indiana Regional Transportation Authority



CONNECT
CENTRAL INDIANA
2026

317.327.RIDE (7433)
www.cirta.us



Strategic Plan Highlights

- Mission, Vision, Values
- Success Outcomes
- Work Plan Tactics

MISSION VISION VALUES



MISSION

Connect people to where they want to go.

VISION

Everyone in Central Indiana can get to where they want to go.

VALUES

Passion

I will bring passion for our communities and customers to work every day.

Honesty

I will collaborate honestly with our regional partners to address the mobility needs of Central Indiana.

Transparency

I will ensure financial sustainability and transparency for all of our efforts.

SUCCESS OUTCOMES

It will be a successful year for CIRTA if we achieve the following outcomes in our 5 key areas of focus...

COMMUNITY RELEVANCE

Establish a baseline of the percent of CIRTA contributors that believe CIRTA provides value to the community.

Information System

Survey of CIRTA contributors

FINANCIAL SUSTAINABILITY

Increase contributor financial support by 33%.

Information System

Report of financial contributions to CIRTA

REGIONAL ACCESS

Establish a baseline of cross-county trips provided or facilitated by CIRTA through the County Connect pilot project.

Information System

Existing scheduling platforms

ECONOMIC IMPACT

Increase the number of jobs the Workforce Connectors provide access to in Plainfield and Whitestown EIDs.

Information System

EID data or US Census LEHD data

CUSTOMER EXPERIENCE

Establish baseline Customer Net Promoter Score.

Information System

Customer survey

WORK PLAN TACTICS

Over the course of the year, CIRTA teams will implement **9 major initiatives.**

- ✓ Each initiative has an **owner and team.**
- ✓ Each initiative has **quarterly milestones** that will be reported on.



**COMMUNITY
RELEVANCE**
2 TACTICS

**FINANCIAL
SUSTAINABILITY**
2 TACTICS

**REGIONAL
ACCESS**
2 TACTICS

**ECONOMIC
IMPACT**
2 TACTICS

**CUSTOMER
EXPERIENCE**
1 TACTIC

COMMUNITY RELEVANCE TACTICS

1. Contributor Survey
2. Board Member Succession Plan



FINANCIAL SUSTAINABILITY TACTICS

1. Contributor Communication Process
2. Contribution Evaluation



REGIONAL ACCESS TACTICS

1. Regional Transit Technology Implementation Plan
2. Commuter Connect Public Engagement



CUSTOMER EXPERIENCE TACTIC

1. Customer Satisfaction Survey



ECONOMIC IMPACT TACTICS

1. Implement Workforce Connectors Recommendation
2. Workforce Connectors Expansion Strategy



Next Steps

1. Regular reporting of progress towards achieving the Success Outcomes and accomplishing the Work Plan
2. Communications Strategy

