

OVERVIEW OF THE COMMUTER ASSISTANCE PROGRAM STRATEGIC PLAN



Components of the CAPSP



Assessment of changing travel demand, mobility, and transportation needs.



Evaluation and update of existing programs and services.



Strategic planning for restructuring commuter assistance programs.



Alignment with future funding requests and grant application processes.



- 1 COMMUTER ASSISTANCE PROGRAM OVERVIEW
- 2 SERVICE AREA DEMOGRAPHICS AND CHARACTERISTICS
- 3 STRATEGIC VISION, GOALS, AND OBJECTIVES
- 4 TARGET MARKETS AND CUSTOMERS
- 5 OPERATIONAL PLAN
- 6 FINANCIAL PLAN
- 7 MONITORING AND EVALUATION PLAN
- 8 USE OF RESEARCH AND DATA



Operation Plan Timeline

FY26

- Complete overhaul of the RideShare website.
- Continue updating Park and Ride GIS Maps (from FY2025).
- Implement the new statewide Emergency Ride Home Program (tentative date).

FY27

- Establish a regional employer database and build relationships with key employers and institutions identified.

FY28

- Design targeted media content/digital content based on CAPSP target markets.
- Build catalog of media content/digital content showcasing commuter success stories.
- Explore new advertising opportunities.

FY29

- Develop additional bi-lingual resources, advertising and marketing content.
- Explore new advertising opportunities
- Monitor initiatives from the previous three years in preparation for the new strategic plan.

FY30

- Preparations for updated CAPSP.



Next Steps

- Draft out for review with staff, committees, and consultant
 - Now-January
- Adoption by TJPD Commission
 - February 6th meeting
- Submit to DRPT
 - Will be used for annual grant applications and annual work plan development