

Service Evaluation & Design

CATA FIVE-YEAR STRATEGIC PLANNING

CATA

RLS developed a Strategic Plan for the Capitol Area Transportation Authority (CATA) in Lansing, Michigan. Working with the CATA Board of Directors, a “SWOT” analysis was conducted to identify the TDM goals and objectives. The SWOT analysis included an identification of:

- ◆ Strengths – The successful TDM activities were documented along with the primary reasons for their success.
- ◆ Weaknesses – The areas needing improvement in current TDM activities were described. This also included an identification of areas where new TDM activities were warranted.
- ◆ Opportunities – Unique situations that existed in the CATA region, if taken advantage of, that could result in an improvement in TDM activities.
- ◆ Threats – Local, regional, national, and global environment issues that could include potential problems for TDM projects.

Board members were also asked to list the top strategic priorities for the next five years. These priorities were presented to the full Board and discussed until a consensus is reach on their prioritization. The prioritized list of these strategies were the basis for the Strategic Plan.

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