

Priority	Build a Customer-Driven Organization	Deliver a world-class mobility network	Deliver Financially Sound Practices	Focus on Community & Social Responsibility	Deliver on Core Values
Goal:	Strengthen the CFX brand	Integrated solutions to support commerce and quality of life	Recognized for excellence and a model for compliance	Pursue the highest standards of social and community responsibility	Applied to every aspect of CFX business: <i>excellence, innovation, service & teamwork</i>
Strategies: <i>Approaches to Achieve Goal</i>	<ul style="list-style-type: none"> Provide a high quality customer service experience Increase awareness of CFX benefits to existing and new customers Expand distribution & customer payment options 	<ul style="list-style-type: none"> Explore new markets –plan to incorporate various modes of transportation (multimodal) Leverage technologies for an efficient, reliable, safe system Create new customer value 	<ul style="list-style-type: none"> Manage financial resources with the highest standards of excellence, transparency and accountability Maximize the investment of all revenues 	<ul style="list-style-type: none"> Identify new opportunities to apply expertise on community issues Increase education about safe driving Support regional transportation and local government partners 	<ul style="list-style-type: none"> Talent awareness of successes, best practices, and performance Employee communications Optimize human resource processes Retain and hire top talent
Tactics: <i>Tools Used</i>	<ul style="list-style-type: none"> Leverage trainings, technologies, work stations, and best practices Develop a visibility & customer outreach plan Customer loyalty programs Mobile technologies 	<ul style="list-style-type: none"> 2040 Master Plan & Five-Year Work Plan Expand Information Technology Systems (ITS); Connected vehicle technologies Plan for non-toll revenue opps 	<ul style="list-style-type: none"> Debt/Service ratios Feasibility tests Auditing committee reviews; Compliance with external auditor reports Department and contract audits 	<ul style="list-style-type: none"> Proactive outreach Board placements and service opportunities Celebrate volunteerism Designated Texter (DT) Campaign Media strategy to highlight impact 	<ul style="list-style-type: none"> Employee recognition program Expand training programs Allocate resources for internal communication
Performance Measures	<ul style="list-style-type: none"> Exceed service metrics Exceed 90% in customer satisfaction Increase new accounts by 25% Pilot two new customer programs Launch mobile partnership 	<ul style="list-style-type: none"> Adopt 2040 Master Plan & Five-Year Work Plan Adopt multimodal policy Install WWD at 19 locations Increase participation in regional dialogue Two non-revenue opps defined 	<ul style="list-style-type: none"> Debt/Service ratios with industry standards Meet Florida Transportation Commission (FTC) reporting objectives Compliance with covenants Bond rating agency confidence 	<ul style="list-style-type: none"> Increase event participation Quarterly speaking invitations and stakeholder meetings Pilot volunteer STEM program with local schools Deliver DT campaign External surveys 	<ul style="list-style-type: none"> Annual service recognition Monthly team meetings Quarterly employee newsletters Launch wellness program Team trainings on effective project management