



**Sunset Empire Transportation District**  
**BOARD OF COMMISSIONERS**  
**BOARD STRATEGIC PLAN**  
**WORK SESSION**  
**APRIL 23, 2024 9 AM – 11 AM**  
**900 MARINE DR, ASTORIA, OR**

<https://us02web.zoom.us/j/5148435264>

**1 253 215 8782**

**AGENDA:**

1. CALL TO ORDER
2. PLEDGE OF ALLEGIANCE
3. ROLL CALL
4. CHANGES TO AGENDA
5. PUBLIC COMMENT (3-minute limit)
6. STRATEGIC PLAN REVIEW AND WORK SESSION

## STRATEGIC PLAN

### BOARD CHANGES AND SUGGESTIONS LIST 2022

- a. Employee Retention separate priority
- b. Emergency Plan completion
- c. Disaster plan
- d. Move Dial a Ride to Micro Transit
- e. Electronic Reader Boards on Busses
- f. Lighted message boards in shelters
- g. Street cars in every town
- h. Increase Marketing
- i. PSA
- j. Television ads
- k. Ads on Facebook
- l. Larger ads...mural
- m. Website make over or new
- n. Transit Ap improvement?
- o. Road improvements near bus stops
- p. Micro transit development
- q. Emergency contact information for Board
- r. *Wi-Fi on buses*
- s. *Rebuild Ride Pal program.*
- t. *Talk to other Transit Districts about their funding included in our plan if applicable.*
- u. *More feedback from riders. What do they think about service? Surveys?*