



Progressing the Strategic Plan to Implementation

Metra Board of Directors

January 16, 2015

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Metra Strategic Plan Previously Identified 10 Draft Goals



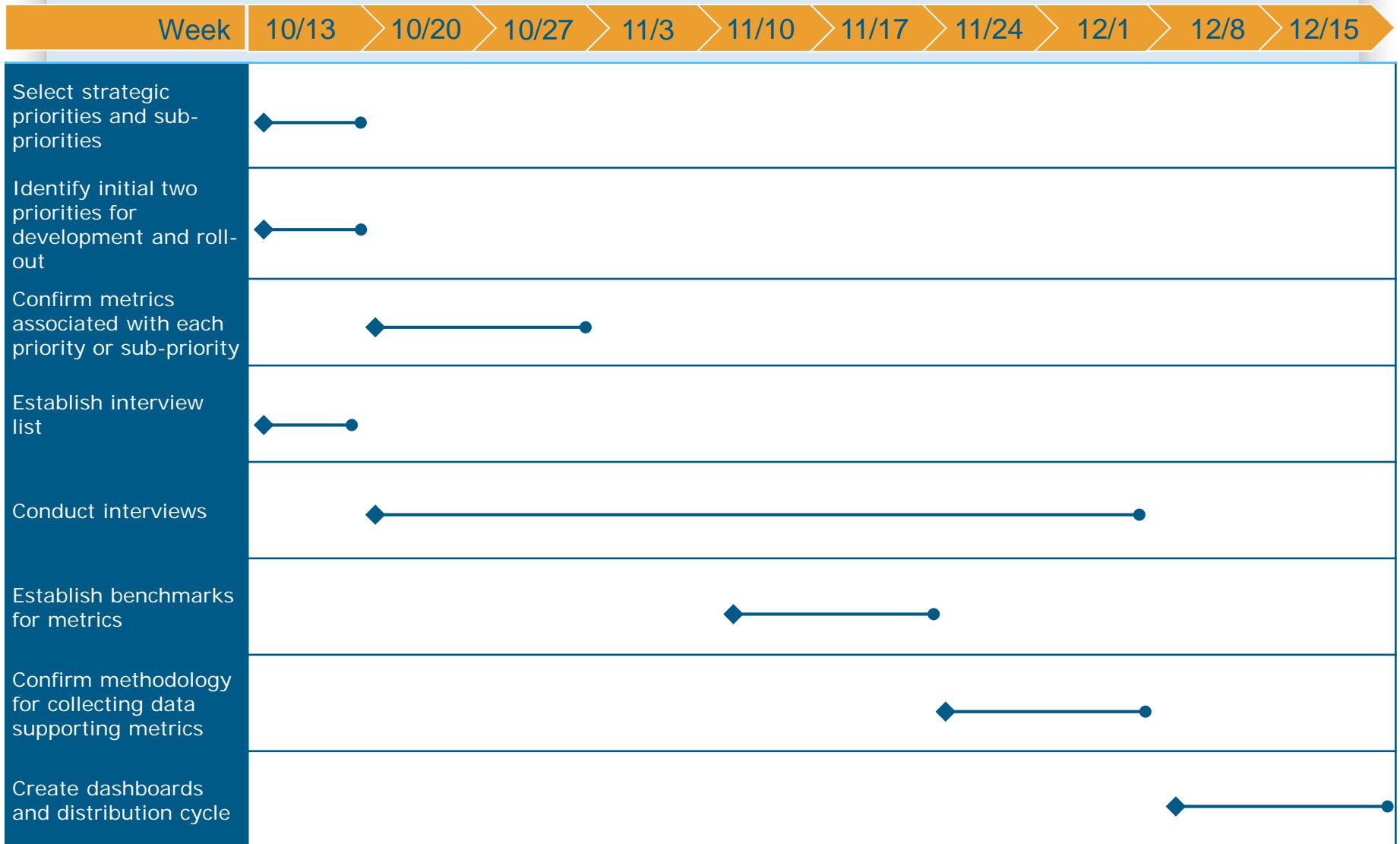
10 Draft Goals focused into 5 Refined Goals



Initial Focus on Developing 2 of the 5 Refined Goals



Implementation Work Plan



Customer Service Priorities

- **Responsibility and Accountability for Customer Service:** Metra customers have very high expectations for service quality (on-time, equipment, conductors)
- **Standard and Consistent Customer Experience:** Ensure that all customers have the same high quality experience on Metra trains
- **Active Customer Engagement:** Responsiveness to customers face-to-face, on-line and through all interaction channels should be consistent, customer-focused, and ongoing.

Workforce Priorities

- **Recruiting:** attract and recruit highly qualified candidates through a timely and straightforward process
- **Training:** support workforce excellence and career advancement with high quality and deep resources
- **Compensation:** continue to review and update compensation structures, and provide all employees with competitive packages

Investing in these priorities is an important ingredient for the following outcomes

- **Safety:** maintain a “Priority One: Safety” orientation
- **Diversity:** demonstrate a statistically diverse workforce, and a sensibility to diversity in decision making and contracting with DBE partners
- **Turnover:** diminish costly and disruptive employee turnover
- **Employee Engagement:** grow and sustain a highly engaged employee base

Next Step: Project Development & Implementation

Delivering Quality Customer Service

- Customer Service Team
- Engaging With Customers
- Standardizing the Customer Experience

Investing in Workforce

- Training
- Recruiting
- Compensation
- Diversity
- Employee Engagement