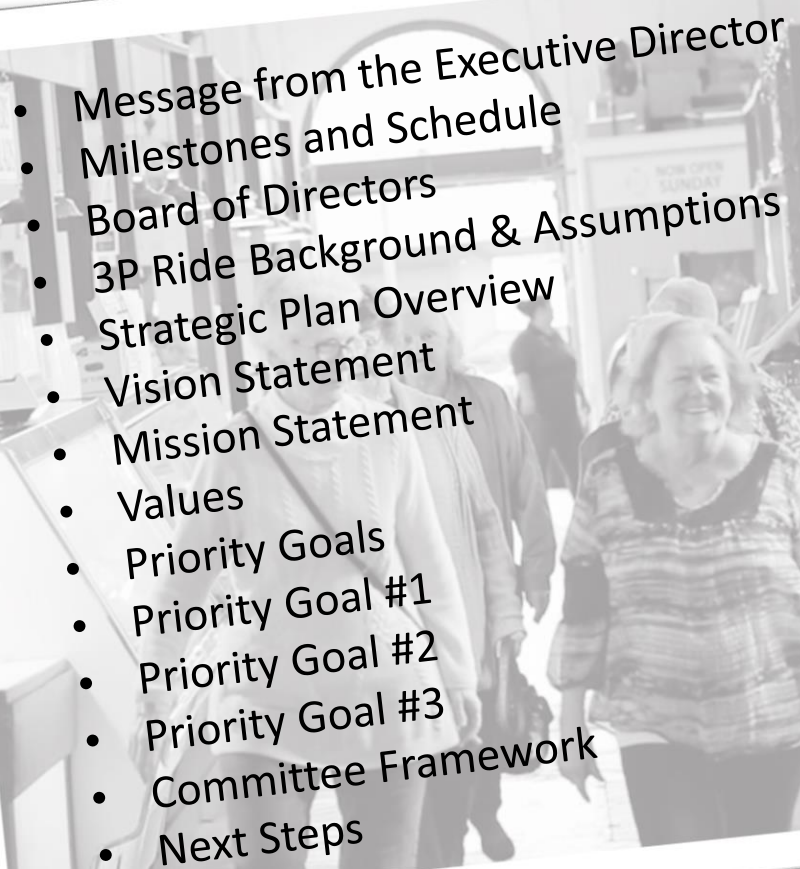




January 2018 – December 2021  
**STRATEGIC PLAN**  
**SUMMARY**

# Contents

- 
- Message from the Executive Director
  - Milestones and Schedule
  - Board of Directors
  - 3P Ride Background & Assumptions
  - Strategic Plan Overview
  - Vision Statement
  - Mission Statement
  - Values
  - Priority Goals
  - Priority Goal #1
  - Priority Goal #2
  - Priority Goal #3
  - Committee Framework
  - Next Steps



Lack of transportation is a major barrier for many of our neighbors who are trying to access basic life needs. While we are blessed in many ways for the funding we get from PennDOT and the Federal Transit Administration, even with the nearly 2.5 million trips completed annually, there still remains many unmet needs.

To begin addressing these unmet needs, rabbittransit has assembled some of the best and brightest partners to assist us. About a year ago, we began a process to look at transportation through an inclusive process. We solicited help from our key stakeholders, many of whom were from groups that we didn't know were key until we started talking! Our customers completed the picture as we invited them to serve alongside us to tackle the hard questions. Through this process we formed a group titled 3P Ride. The 3P Ride partners represent diverse backgrounds and champion the path of older adults and persons with disabilities. Older adults and persons with disabilities participate at all levels of planning and decision making within the 3P Ride model. These partners have invested time and resources to enhance transportation options for our community and connect “More **P**eople, to More **P**laces, with More **P**ossibilities.”

I am excited by the early success 3P Ride has demonstrated— integrating inclusion of seniors and persons with disabilities into the planning of transportation services, developing strong community partnerships with community decision makers, identifying funding for transportation to same-day medical appointments, creating a transportation program for veterans, and starting to recruit volunteers to serve as travel trainers for new riders.

We understand that Mobility is an essential need in order to experience a high quality of life. We also understand that our work is far from over and that we cannot do this alone. We are always welcoming new partners to the cause of Mobility. Stop by [www.3p-ride.com](http://www.3p-ride.com) to see how you too can help by getting involved. Every contribution furthers our goal of connecting people to their communities: More **P**eople. More **P**laces. More **P**ossibilities.



A handwritten signature in black ink, appearing to read 'Richard Farr'.

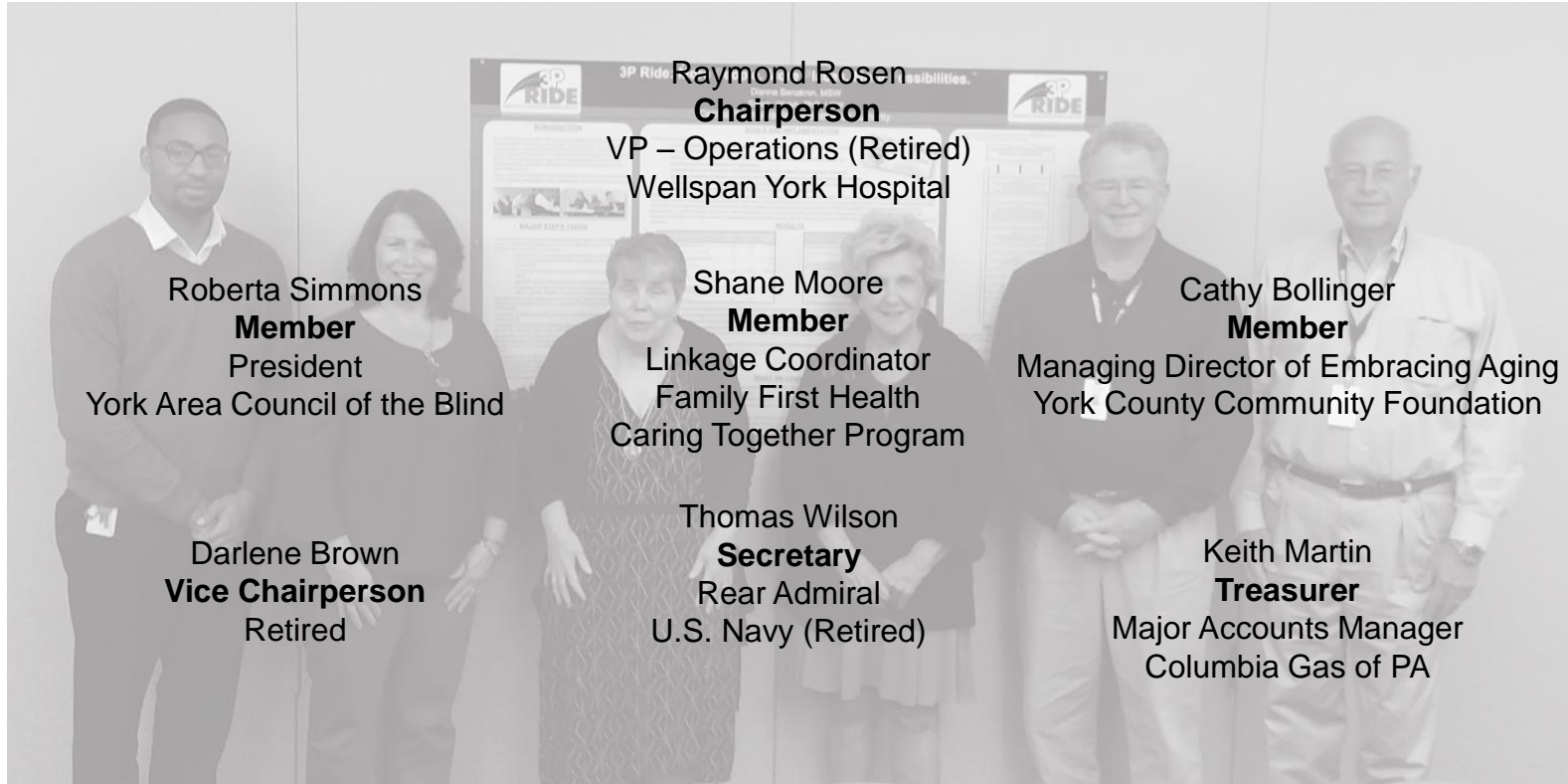
**Richard Farr**  
Executive Director

# Message from the Executive Director

# Milestones and Schedule

## Recommended Pre-Implementation Milestones and Schedule

Board Continued Input: 1. Review and revise draft mission and vision (and any other plan elements) to ensure it reflects our desired three-year direction for 3P Ride 2. Approve Pre-Implementation Schedule	October 29, 2017 and beyond
Partnership Meeting: Committees Formed – Chairs Designated	December 2017
Committee Organizational Meetings <ul style="list-style-type: none"> <li>Review and refine three-year strategic actions in preparation for a January 4 targeted implementation start</li> <li>Confirm and streamline strategic actions to fewer specific actions – that are integrated across the entire plan</li> <li>Identify specific lead and support responsibilities for remaining strategic actions</li> </ul>	January 2018
Incorporation of Committee Input and Revisions into Strategic Action Tracker	January 2018
Implementation start and formal launch of strategic plan at Board meeting on January 4, 2018	January 4, 2018
First Quarterly Progress Update—Using Progress Tracker-Quarterly Partnership meeting	March 31, 2018



# Board of Directors

## 3P Ride Background & Assumptions

- More **P**eople. More **P**laces. More **P**ossibilities. 3P Ride Inc. has been established as a non-profit organization with the express purpose of advancing affordable and convenient mobility solutions to access our most basic needs.
- This is an innovative and transformative endeavor that does not fit the traditional model for public transportation.
- 3P Ride's Board of Directors and stakeholders recognize that mobility and access are vital for the entire population.
- 3P Ride has a keen focus on ensuring that transportation is not a barrier to health services, employment, and other engagement in the community.
- 3P Ride recognizes that achieving its vision and accomplishing its priority goals will require extensive partnerships, a wide range of funding sources, and a broad base of volunteers.

## **Strategic Plan Purpose**

- To establish a vibrant and dynamic three-year strategic direction focusing on advancing three priority goals
- To advance and implement an 18-month action plan to further build on 3P Ride's momentum
- To actively engage and expand community partner involvement in advancing 3P Ride's success

## **Why and how the plan was developed**

All organizations – private, public, or non-profit – are challenged with establishing and executing a strategic direction that will ensure their mission and achieve their vision. The 3P Board and community stakeholders are united in recognizing the value, benefit and need for 3P Ride. Strategic planning simply does not work without execution and implementation. This plan's design is simple—it contains a consensus direction through a shared vision and priority goals to guide 3P Ride over the next three years. It also includes a short term, 18-month action plan, to move forward. This plan is dynamic and can improve over time through implementation. It was developed through a building block approach that considered input from the Board and community stakeholders.

# **Strategic Plan Overview**



# Vision Statement

“Creating a community where everyone has mobility opportunities.”





“3P Ride is a nonprofit organization advancing affordable and convenient mobility solutions that allow all Central Pennsylvania’s residents to meet their most basic needs.”

## **Mission Statement**



# Values

**Individualism** – Transportation must strive to meet individual mobility needs. This is a paradigm shift from the historic view of mass transportation where a ride goes from Point A to Point B, to managing a person's mobility and providing options to the rider.

**Innovation** – Innovation is at the heart of 3P Ride. It embodies every aspect of the organization with the recognition that innovation makes the “impossible” possible.

**Inclusion** – The process for planning, funding, and delivering mobility must be inclusive with meaningful input and involvement of passengers, including seniors and persons with disabilities, the public, partners, community organizations and others.

**Integrity** – Trust is key to our collaborative approach. Trust is built and maintained through integrity, by not only doing things right, but doing the right things.



3P Ride will advance its mission and enthusiastically champion its vision by focusing on achieving the three priority goals briefly described below. This focus will serve to steadily grow 3P Ride and increase its impact. Other longer-term goals may be added in the future as 3P Ride achieves its initial 18-month period.

**Priority  
Goal #1**

***Secure and develop necessary financial and human resources***

**Priority  
Goal #2**

***Continue to advocate for enhanced and expanded transportation access and services***

**Priority  
Goal #3**

***Implement an effective and ongoing program of education and awareness***



**PARTNERS**



**GET INVOLVED**



**GIVE**

# **Priority Goals**

# Priority Goal #1



## Secure and develop necessary financial and human resources



Mobility and access are not free – they come at a cost. Transportation professionals are focusing more and more on the benefits of transportation and how it can provide better access and community integration for riders, including, for example, the public health benefits of reducing barriers to care. 3P Ride will continually develop both financial and human resources.



# **Continue to advocate for enhanced and expanded transportation access and services**

That transportation access and services steadily improve and expand as they increasingly serve and satisfy the community need. An outcome of this magnitude does not happen without effective and well-organized advocacy.

## **Priority Goal #2**



## Priority Goal #3

### Implement an effective and ongoing program of education and awareness

Education and awareness are fundamental to expanding mobility options and ridership. 3P Ride partners are key to connecting with diverse populations and ages, leveraging the knowledge and skills of multiple stakeholders. It is important that the community also has significant awareness of this effort, its benefits, and understands how they can get involved and contribute. Supporting education about transportation at every life stage is critical to inclusion.





The backbone for plan implementation will be the responsibility of three standing committees and the formation of ad hoc task forces as needed.

Each priority goal is assigned to a committee for overall leadership. Each committee is also responsible for the development and execution of action steps to move the priority goal forward for which they are responsible.

Action steps will be contained in a dynamic action plan and will be updated on a quarterly basis to report progress and update actions.

This process began in late 2017 to prepare for the plan's execution in early 2018.

Each committee is also encouraged and empowered to draw on other resources, in a collaborative manner, with rabbittransit staff, other committees, etc. As of this date, the standing committees will align with the plan's goals and includes:

- **Resource Development**
- **Service Enhancement and Advocacy**
- **Education and Marketing**

# **Committee Framework**



# Next Steps

The strategic plan will be updated every three months during the first 18 months of plan implementation, which will cover the period from January 5, 2018 through June 30, 2019.

Quarterly updates will provide an opportunity to review progress across committees, among rabbittransit staff and with the Board of Directors. The Board's responsibility is to provide oversight and support for the plan's effective implementation.

The plan is fluid and dynamic and can be updated and modified at any time through the experience gained with its implementation. After the completion of the initial 18-month early implementation phase a full review will occur that considers progress to date and opportunities for the future. It may also result in the addition of other longer-term goals beyond the initial three that are the spine of this plan presently.



To learn more, visit <http://3p-ride.com/>



**PARTNERS**



**GET INVOLVED**



**GIVE**

3P Ride, Inc.  
415 Zarfoss Drive  
York, Pa 17404  
1-800-632-9063