

## **NS-TRIP- Business Plan Outline**

1. Title page

2. Table of Contents

3. Executive Summary (summary of key findings, lessons learned, etc.)

4. Update on initiatives/recommendations from last business plan

5. Organization/Management Structure

- description of organization, current and future staffing requirements
- board of director's assessment, board governance, roles and responsibilities, length of time on board, succession planning etc,
- community partners, etc.

6. Demographic Assessment

- community profile
- population trends (growth/decline) by age demographics
- age demographics
- income thresholds for individuals and families

7. Service Analysis

- analysis of other similar services based on population and/or annual ridership,
- client and ridership analysis including age of riders, trip purpose, frequent destinations
- community consultations including feedback from existing clients and open houses/community reach to potential new clients
- Identification of individuals, groups or cohorts that should be contacted or marketed to increase ridership
- future fleet requirements
- fare analysis

8. Financial Analysis

- projected 3 year operating and revenue budgets
- projected 3 year capital budget
- three year ridership projections based on service analysis and marketing plans

8. Policy/Regulatory Requirements and Issues

- UARB, license, insurance, etc.

9. Go Forward Marketing & Communication Strategy

- Overview of current marketing/communication strategy
- Options to increase reach of the service including new communication methods

10. Conclusions/Next Steps (including timelines)