

PUBLIC TRANSPORT BOARD  
STRATEGIC PLAN 2019 - 2024

# THE ROAD AHEAD

SUPPORTIVE COMMUNITY-MINDED INNOVATIVE AMBITIOUS INTEGRITY

# BACKGROUND

The Ministry of District Administration, Tourism & Transport currently includes the management of the Cayman Islands public transportation sector.

The governance of the sector resides with the Public Transport Board (PTB) and its operations are regulated as stipulated within the Traffic Law and the Public Passengers Vehicles Regulations.

The areas of service that define the Cayman Islands Public Transportation sector include Taxis, Tours, and Water-sports, Limousines, Omnibus, School and Church buses.

# OPERATING ENVIRONMENT

- The Public Transport Board initiated the development of a strategic plan that includes long-term, mid-term and short-term objectives for the Public Transport Unit (PTU). This document outlines the desired outcomes for the next five years.
- As an agency, the PTU's key strengths lie in its committed Board members and Staff and its ability to regulate public transport in the Cayman Islands
- The external environment has a huge effect on the PTU's ability to carry out its work and these issues are seen as important opportunities in the next 5 years.
- The need for all agencies that have an impact on public motorways to come together to resolve existing issues is paramount

# CHALLENGES

- The main challenges facing the PTB and the PTU are:
  - Limited resources (both financial and manpower)
  - Raising awareness of public transport routes and rates
  - Lack of inter-agency collaboration
  - Lack of standardisation and uniformity across sector

# THEMES & STRATEGIC GOALS

The Board and PTU Team identified these 7 themes each with a strategic goal

**1) GOVERNANCE:**

to ensure that the PTU is professionally governed & shows effective leadership, direction and supervision as it undertakes the work it has been established to do

**2) STRATEGIC & FUTURE PLANNING:**

to have a 5 star public transport system

**3) EDUCATION & TRAINING:**

to promote PTU as facilitators of excellent public transport service where users understand and are inspired to use the system frequently

**4) HUMAN & FINANCIAL RESOURCES:**

to ensure that PTU is adequately staffed and resourced to meet increased customer and internal demands

**5) INTERNAL STAKEHOLDER ENGAGEMENT:**

to ensure that all relevant agencies are actively working together on a Master Transport Plan and to resolve public transport issues

**6) EXTERNAL COMMUNITY ENGAGEMENT:**

to make public transport essential to all people in the Cayman Islands, who are able to easily access information and services

**7) INNOVATION:**

to integrate existing infrastructure with advancing technology to create an effective National Public Transport system

# GOVERNANCE

**Strategic Goal:** to ensure that the PTU is professionally governed & shows effective leadership, direction and supervision as it undertakes the work it has been established to do



The strategic objectives to achieve this five year goal are:

- Board will ensure that the PTU remains focused on achieving its strategic goals and objectives
- Proper protocols, policies and management are in place for good staff, customer and organizational management
- Legal reforms are made to law for PTU to effectively execute its mandate

# STRATEGIC & FUTURE PLANNING

Strategic Goal: to have a 5 star public transport system

The strategic objectives to achieve this five year goal are:

- To develop a sustainable and fully operational Master Transportation Plan with all key players actively working together
- To develop a Business Case for additional support and resources



# EDUCATION & TRAINING

**Strategic Goal:** to promote PTU as facilitators of excellent public transport service where users understand and are inspired to use the system frequently



The strategic objectives to achieve this five year goal are:

- Better public awareness for locals and visitors around all public transport resources including rates, routes and methods of communicating with PTU
- All operators, drivers, staff and board are fully trained to deliver services and information
- Improved customer service



# HUMAN & FINANCIAL RESOURCES

**Strategic Goal:** to ensure that PTU is adequately staffed and resourced

The strategic objectives to achieve this five year goal are:

- To secure additional funding on an annual basis to expand capacity
- To create a dedicated section in the Business Case for Human Resources



# INTERNAL STAKEHOLDER ENGAGEMENT

**Strategic Goal:** to ensure that all relevant agencies are actively working together on a Master Transport Plan and to resolve public transport issues



The strategic objectives to achieve this five year goal are:

- Undertake complete stakeholder analysis to determine area of relevance, resources and responsibilities
- Establish protocols and channels for consistent meetings and open communications
- Secure commitments from key stakeholders to contribute resources and time towards resolving public transport issues

# EXTERNAL COMMUNITY ENGAGEMENT

**Strategic Goal:** to make public transport essential to all people in the Cayman Islands, who are able to easily access information and services

The strategic objectives to achieve this five year goal are:

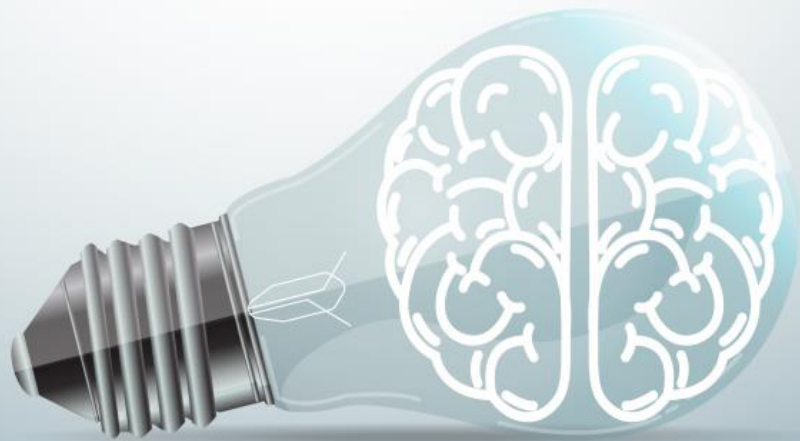
- Draft Community Engagement and Marketing Plan
- Develop brand standards to ensure easily recognized Public Transport system
- Establish advocacy committee to deal with public relations issues and concerns



# INNOVATION

**Strategic Goal:** to integrate existing infrastructure with advancing technology to create an effective National Public Transport system

## CULTIVATING AN INNOVATION MINDSET



From the individual, the stakeholder to the culture.

The strategic objectives to achieve this five year goal are:

- Research new tech opportunities and prepare business case for integration
- Environmental management & sustainability
- Incentivise operators to buy newer/larger/innovative vehicles