The strategic framework of the strategic plan for the fiscal year 2023-2027 of the MRTA

Vision

"Elevate urbanization within the transportation network and create innovation for a sustainable future"

3 SO

- M: Modernize inclusively
- R: Reinvent continuously
- T: Transform professionally

8 Goals

- 1. Network the metro transportation system and boost up services to accommodate and form a quality commuting experience
- 2. Upgrade products and businesses that will generate sustainable revenue for the organization
- 3. Enhance both the areas around the transportation network and urbanization under the TOD concept
- 4. Improve productivity & efficiency of the metro system
- 5. Create the metro system innovation in order to expand public knowledge and add value to operations
- 6. Elevate the MRTA brand and strengthen the relationship with all stakeholders
- 7. Strengthen a digital system that supports the integration of both operations and services
- 8. Promote organization management to serve expansion and changes through good governance

17 KPIs

- 1.1 Level of success in transportation connectivity
- 1.2 An increase in the passenger growth rate for each route
- 2.1 Customer satisfaction and success of new products or services (%)
- 2.2 Increased revenue percentage from related businesses per year
- 3.1 Progress of social projects in urban areas
- 3.2 Percentage of population and/or social sectors of target groups that benefit from activities and/or MRT's projects
- 4.1 Percentage of completed projects according to the MRT projects and other metro operations
- 4.2 Percentage of customers' and community's satisfaction of the metro route on average per year
- 5.1 An increase in the amount of innovation that has been developed and implemented per year
- 6.1 An increase in the level of public awareness towards the roles and image of the MRT
- 6.2 An increase in the number of strategic alliances per year
- 7.1 Successful number of digital connections with external sectors and support services
- 7.2 The number of digital operational connections within the organization
- 8.1 Percentage of personnel who pass competency assessments
- 8.2 Level of employee commitment
- 8.3 Overall organizational productivity
- 8.4 Results of Integrity and Transparency Assessments within governmental operations (ITA)

6 Strategies

- S1: Serve and Assist people, for a better quality of life
- S2: Improve the MRT's network and urban areas
- S3: Create the most efficient and modern metro system possible
- S4: Innovate a profitable and practical metro system
- S5: Elevate the stakeholder's relation & engagement to the organization partnerships
- S6: Reform the organization for future stability and good governance

23 Tactics

- M1. Develop the **Feeder** System
- M2. Co-generate **Common Payment** system
- M3. Redesign **Service Packages & Information** for all
- M4. Enhance **Mechanism of Assets Utilization**
- M5. Personalize **Product Packages & Promotions**
- M6. Develop **New Business**
- M7. **Generate Income** from Related Businesses
- M8. Co-create **Inclusive Projects** in Regions
- M9. Manage **Urban Impacts & Relationships**
- R1. Reinforce **Productivity** of MRTA network development
- R2. Balance **Contracts** Systematically
- R3. Execute & Publicize **Knowledge Assets**
- R4. **Innovate** MRTA **Products & Services**
- R5. Create **Internal Knowledge & Innovation**
- T1. Strengthen the MRTA **Brand** & Proactive **Communication**
- T2. **Stakeholder Engagement**
- T3. Develop & Connect **Ridership Data System**
- T4. Improve **Internal IT Systems**
- T5. Reorganize **Structure & Operations**
- T6. Review **Related Rule & Regulation**
- T7. Boost up **Financial Management**
- T8. Enhance **HR Management**
- T9. Ensure **Corporate Governance**

*Note : means an indicators that reflect success of the vision and sustainable factors of the organization (economic, social and environmental aspects) includes UNSDG