

E-470'S STRATEGIC PLAN AT-A-GLANCE



OUR MISSION
WE IMPROVE YOUR JOURNEY THROUGH SAFETY,
SERVICE, STEWARDSHIP AND RELIABILITY.

OUR VISION
PROVIDING EXCEPTIONAL MOBILITY SOLUTIONS
BY CONNECTING PEOPLE AND EMBRACING
TRANSFORMATION OPPORTUNITIES.

EXTERNAL GOALS & PRIORITIES

DESIRED OUTCOME	STRATEGIC GOALS	PRIORITIES TO ACCOMPLISH STRATEGIC GOALS
<p>Cultivate and nurture effective and influential partnerships and relationships</p>	Actively collaborate and manage our relationships to support the goals of the organization	Prioritize and strategically invest in our most important external relationships and partnerships Continue fostering relationships with local/state/federal officials and regulators on issues of strategic importance to E-470
	Protect and continually earn our positive reputation and industry leadership status	Clearly define and communicate E-470 and ExpressToll® brands and what they deliver Ensure a proactive approach to communications - on our own and in collaboration with others - to earn and preserve our reputation
	Be active, invested and visible community stewards	Prioritize, strengthen and share our community relations efforts and investments around our strategic objectives and organizational culture Strategically invest and collaborate in education and outreach on mobility topics

FINANCIAL GOALS & PRIORITIES

DESIRED OUTCOME	STRATEGIC GOALS	PRIORITIES TO ACCOMPLISH STRATEGIC GOALS
<p>Financially sound and fiscally responsible</p>	Maintain excellent short- and long-term financial health	Proactively manage our debt in a responsible manner that balances repayment requirements with strategic opportunities
		Establish appropriate liquidity and compliance while achieving highest financial and operational returns on investments
		Ensure our budgeting and spending align with our strategic and fiscal priorities
		Maintain a responsible, yet flexible and adaptable, approach to optimizing our investments
		Regularly evaluate revenue streams to ensure financial health while always managing risk and providing customers with best value
	Foster transparency regarding compliance, reporting and budgeting	Ensure proactive fiscal and statutory compliance, monitoring and reporting
		Enhance and maintain financial policies, audits and internal controls
		Support the Board's execution of its fiduciary responsibilities

CUSTOMER GOALS & PRIORITIES

DESIRED OUTCOME	STRATEGIC GOALS	PRIORITIES TO ACCOMPLISH STRATEGIC GOALS
<p>Trust and value us as a leading services provider, offering dependable mobility choices</p>	Maintain and enhance our system to ensure we provide a safe, reliable and high-quality choice	Maintain our current assets and operations in a manner that is highly valued by our customers
		Implement new projects to ensure we proactively address demand and maintain the desired level of service
		Ensure sustainable and environmental principles are appropriately integrated into our overall operation
	Promote a safe and trusted option for all users of our roadway	Communicate successfully to our customers that we are a safe and responsive system
		Prioritize programs that improve safety for users of our roadway
	Provide an exceptional customer experience	Implement a responsive plan for our priorities through a highly trained and professional staff
		Ensure a proactive, transparent and effective approach to attract and retain customers
		Strategically advance ExpressToll® in a manner that best serves our customers as allowed by our establishing contract
		Ensure a focused, appropriately flexible and forward-looking plan to managing our tolling partner relationships
		Define and pursue an organizational philosophy to inform responsible technology investments and maintenance
Responsibly and strategically invest in current and future technologies that best serve our customers	Proactively assess industry and consumer trends to responsibly provide proven technologies that benefit our customers	

ORGANIZATION GOALS & PRIORITIES

DESIRED OUTCOME	STRATEGIC GOALS	PRIORITIES TO ACCOMPLISH STRATEGIC GOALS
<p>Our people and processes are responsible, strategically focused, collaborative and creative</p>	An employer of choice with a diverse workforce that is energized, collaborative, highly trained and inspired	A workforce that is focused on our highest priorities while embracing and practicing our core values and purpose
		Cultivate a workforce of the future through development efforts that promote continued learning and training
		Future-proof our organization through proven HR practices that motivate, strengthen and reinforce appreciation for our workforce
	Maintain business operations that promote efficiency and effectiveness with a focus on the organization's strategic priorities	Maintain the right mix of contract vs. staff resources with a process that ensures we maintain appropriate levels of oversight, quality and value
		Establish processes and policies that foster innovation, accountability, and best business practices with a measurement of outcomes against enterprise-wide priorities
		Enhance staff/Board coordination and collaboration to ensure a focused and highly functioning Board that is able to deliver on its responsibilities
		A defined decision/authority process that balances efficiency, accountability, and cross-departmental collaboration
	Ensure our business structure is designed to achieve maximum impact and efficiency	Regularly assess our organizational roles, responsibilities and structure
		Establish innovative cross-departmental delivery teams on our organization's top priorities