

SWOT Analysis Template: used by Transportation subcommittee in assessing MTRSD model: Status Quo, Union

(Identify and use any other assessment criteria that are appropriate to your subcommittee's subject area)

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| <p>criteria examples</p> <p>Advantages of proposition? Capabilities? Unique selling points? Resources, Assets, People? Experience, knowledge, data? Marketing - reach, distribution, awareness? Innovative aspects? Location and geographical? Cost, value, quality? Accreditations, qualifications, certifications? Processes, systems, IT, communications? Cultural, attitudinal, behavioural? Management cover, succession? Philosophy and values? Other?</p> | <p style="text-align: center;">Strengths</p> <ul style="list-style-type: none"> • Continue with current model, familiarity. • Provides shortest ride to schools for most elementary students. • Most efficiencies have been squeezed out of this system. | <p style="text-align: center;">Weaknesses</p> <ul style="list-style-type: none"> • State reimbursement unreliable. • Busses half full, routes not fully utilizing capacity. Creates PR issues with citizens. • Lack of SPED reimbursement. • Filling busses to capacity means rides in excess of 1 hour. | <p>Criteria examples</p> <p>Disadvantages of proposition? Gaps in capabilities? Lack of competitive strength? Reputation, presence and reach? Financials? Timescales, deadlines and pressures? Cashflow, start-up cash-drain? Continuity? Effects on core activities, distraction? Reliability of data, plan predictability? Morale, commitment, leadership? Accreditations, etc? Processes and systems, etc? Management presence in buildings?</p> |
| <p>criteria examples</p> <p>Draw new students? Niche target markets? Geographical? New Unique selling points? Tactics: eg. surprise, major contracts? Information and research? Partnerships, agencies, distribution? Volumes, production, economies? Seasonal, weather influences? Technology development and innovation? Potential Actions needed?</p> | <p style="text-align: center;">opportunities</p> <ul style="list-style-type: none"> • Work with state to find other transportation opportunities, ie car pooling, stipends etc.. • Consolidate bus stops, (policy currently designed to require students to travel up to 1 mile to a consolidated stop to save time/ money, currently not being fully implemented. This is allowed by state law.) | <p style="text-align: center;">threats</p> <ul style="list-style-type: none"> • Lack of state reimbursement could cripple budget. • PR issue with parents due to bus stops being consolidated. • Change in SPED needs ie, additional unknown expenses. • Fuel prices. | <p>criteria examples</p> <p>Political effects? Legislative effects? Environmental effects? IT developments? Competitor intentions - various? New technologies, services, ideas? Vital contracts and partners? Sustaining internal capabilities? Obstacles faced? Insurmountable weaknesses? Loss of key staff? Sustainable financial backing? Economy - home, abroad? Seasonality, weather effects?</p> |