



We Drive. You Ride.

2026-2028 Strategic Plan

Our Mission - Wilson Rides aims to enhance the quality of life and foster a connected community for adults 55+ in Wilson County, TN by providing safe, affordable transportation to local destinations.

Our Vision – Adults 55+ in Wilson County, TN have access to affordable and reliable transportation that appropriately supports their needs.

Our Values:

Respect

Responsibility

Integrity

Excellence

Category

Awareness



Expand the awareness and understanding of what Wilson Rides has to offer to the community.

1. Increase exposure through targeted communications
2. Strengthen marketing strategy
3. Reframe aging

Fiscal



Act as good stewards of funds and resources and ensure their use to further the mission.

1. Nurture fundraising strategy
2. Monitor grant strategy
3. Ensure financial transparency and stability

Transportation Program



Continue to provide safe and affordable rides to Wilson County residents in need of transportation.

1. Improve process efficiency
2. Expand transportation program opportunities
3. Expand veterans' services

Workforce



Develop the workforce by creating competitive compensation and incentive packages to attract and retain quality employees

1. Foster a sustainable workforce by succession planning
2. Improve Human Resources practices

Volunteers



Nurture current volunteers and develop strategies to increase volunteer opportunities.

1. Develop a volunteer recruitment strategy
2. Develop a volunteer communications strategy

Goal

Priorities

Values Definitions

Respect – Finding solutions, kindness, recognizing others’ value, and practicing the golden rule within the organization and with the people we serve.

Responsibility – Safety, trust us to keep them safe; good financial stewardship; good caretakers of human life; desire to do good for others; meeting goals and driving successful results.

Integrity – Staying true to the mission and vision of the organization.

Excellence – Giving our best to deliver quality results that impact our community.

Strategic Priorities and Action Steps

Category	Strategic Priority	Initial Action Steps	Timeline QRT/Year	Success Measures	Responsible Committee
Awareness 	1. Strengthen corporate marketing strategy	a. Revise sponsorship agreement document (2026) b. Identify targets (2026)	The year is identified after each action step.	TBD	External
	2. Increase social media presence	a. Engage marketing consultant (2026) b. Create content and materials (2026-2028) c. Food Box and Holiday Happiness Campaign (add branding and messaging) (2026) d. Reframe aging (2026-2028)			
Fiscal 	1. Emphasize efforts to increase unrestricted funds	a. Analyze current donors (2026) b. Set increase goals (2026)	The year is identified after each action step.	TBD	External
	2. Nurture fundraising strategy	a. Review and revise the one sheet ask (2026) b. Explore potential market for monthly donors (2026)			External
	3. Leverage investment funds	a. Maximize potential of the Edward Jones account (2026-2028) b. Review statement and analyze the mix of invested vs. uninvested funds (2026) c. Contact broker (2026)			Internal

Beginning in 2024, the Wilson Rides Board of Directors embarked on a purposeful and collaborative strategic planning journey to envision the organization’s future, clarify its direction, and establish priorities for growth and impact. That initial effort included board surveys, future visioning, a SWOT analysis, and the identification of strategic priorities. In 2025, the Board revisited the 2024 plan, reviewed achievements and lessons learned, and again engaged in future visioning, SWOT analysis, and priority-setting to shape the 2025–2027 Strategic Plan.

Achievement Analysis

 **Future Visioning**

 **SWOT Analysis**

 **Strategic Priorities**

In 2026, the Board continued this iterative approach by reflecting on progress to date and conducting strategic planning for the 2026–2028 period, reaffirming priorities while addressing emerging opportunities and challenges. Through this ongoing and intentional process, Wilson Rides remains committed to strengthening mobility and enhancing the well-being of residents across Wilson County, Tennessee.

Category	Strategic Priority	Initial Action Steps	Timeline QRT/Year	Success Measures	Responsible Committee
Transportation Program 	1. Expand transportation program opportunities	a. Increase drivers by 60 net, increase riders by 120 net (2026-2028) b. Assess previous efforts (2026) c. Identify opportunities to recruit/increase drivers (2026)	The year is identified after each action step.	TBD	Executive Director / Executive Committee
	2. Improve process efficiency	a. Focus on the contracted drivers program (2026-2028) b. Hire drivers (set budget) (2026) c. Set success metrics (cost vs # of riders added and grant reimbursement) (2027)			
Workforce 	1. Add part time outreach person	a. Create job description (2026) b. Board approval (2026)	The year is identified after each action step.	TBD	Executive Director / Internal Committee
	2. Create rotating on-call schedule to combat burnout	a. Write schedule (2026)			
Volunteers 	1. Increase & target driver communication	1. Engage marketing consultant to create driver Facebook group. (2026)	The year is identified after each action step.	TBD	External Committee
	2. Increase student volunteers	1. Pursue listing on the TN promise website as a volunteer opportunity (2026)			