

# SIMPLE SWOT MATRIX TEMPLATE

## INTERNAL FACTORS

STRENGTHS +	WEAKNESSES – GAPS
<ul style="list-style-type: none"> <li>- Customer Service (customers can connect with an actual human during and after work hours; good working relationships with external partners; strong driver engagement platforms; strong internal working relationships)</li> <li>- Strong level of community engagement</li> <li>- High level of internal staff knowledge, skill, and industry expertise; efficient routing; adaptable to changing conditions</li> <li>- Technologically advanced and responsive to changing technology</li> <li>- Strong focus on student safety</li> </ul>	<ul style="list-style-type: none"> <li>- Communication Constraints – Lack of Robust Communication Strategy so that communication is more transparent, more consistent, and less reactive</li> <li>- Lack of Succession Planning for Key Roles/Role Redundancy Planning/Limited Opportunities for Internal Movement</li> <li>- Inability to enforce Standards of Performance</li> <li>- Inability to Competitively Procure</li> </ul> <p><i>(NOTE: Weakness was a trigger word for some participants).</i></p>

## EXTERNAL FACTORS

OPPORTUNITIES +	THREATS –
<ul style="list-style-type: none"> <li>- Student Safety Opportunities and Technologies – Pilot programs to try new technologies to protect students, parent engagement, driver retention, might assist us in enforcing Standards of Performance</li> <li>- Building and Maintaining Community Partnerships – Diversity Coalition, Health Unit, Green Communities, CMHC, etc.</li> <li>- Expanding on our Communication Strategy to help engender a better understanding of what STEO offers and how best to engage; inclement weather process; continuous education of all partners/stakeholders of STEO’s services as people change roles/services change; easy to digest guidelines and references; route planners with a greater presence at schools/operators</li> <li>- STEO to play a greater role in driver recruitment and retention</li> </ul>	<ul style="list-style-type: none"> <li>- Diminishing student transportation fund/changes to formula allocation</li> <li>- Driver and staff shortages at the bus company level; bus cancellations; working with new people all the time who may have gaps in knowledge around processes due to lack of training/communication</li> <li>- Unknown outcome of litigation which could inform future competitive procurement opportunities/strategies</li> <li>- Limited flexibility due to supply chain constraints (e.g. vehicles and parts)</li> <li>- Changes to school bus/D250 specifications; extended stop arms, 360 cameras; seatbelts, etc. which could impact vehicle specs, service levels, and/or driver responsibilities</li> </ul>

**NOTES:**