



**STRATEGIC INITIATIVES**

**STRENGTHS**

- Leadership
- Employees
- Commitment to Excellence
- Organizational Culture

**WEAKNESSES**

- Absence of Performance Measures
- Technology Systems
- Facility Constraints

**OPPORTUNITIES**

- Professional Development
- Coordination of Countywide Services
- Enhanced Training/Labor Management Relations

**THREATS**

- Economic Instability
- Funding
- The "Unknown"

**1 GOAL**  
**OUR EMPLOYEES**

- SI 1**  
Focus, Guide, and Reward Performance
- SI 2**  
Improve Competence and Skills
- SI 3**  
Improve Work Environment
- SI 4**  
Update Policies and Procedures
- SI 5**  
Establish and Ensure Accountability

**2 GOAL**  
**OUR CUSTOMERS**

- SI 1**  
Build DTC
- SI 2**  
Improve Customer Satisfaction
- SI 3**  
Increase Ridership
- SI 4**  
Promote Safety

**3 GOAL**  
**OPERATIONS**

- SI 1**  
Improve Effectiveness and Productivity of Transit Services
- SI 2**  
Implement Effective Performance Measurement Process
- SI 3**  
Improve Facilities

**4 GOAL**  
**FINANCIAL HEALTH**

- SI 1**  
Encourage Cost Containment and Prudent Spending
- SI 2**  
Improve Procurement Process
- SI 3**  
Explore Additional Funding Sources

**5 GOAL**  
**PUBLIC RELATIONS**

- SI 1**  
Enhance Local and Regional Community Support
- SI 2**  
Enhance Political Support
- SI 3**  
Increase Visibility and Recognition Through Public Outreach

**6 GOAL**  
**INNOVATION**

- SI 1**  
Enhance Public Access and Information
- SI 2**  
Improve Information Management System
- SI 3**  
Streamline Internal Process/Procedures
- SI 4**  
Improve Service Through Innovative Design

**CORE VALUES**

**CUSTOMER SERVICE**  
We treat our customers, community, and each other with respect, integrity, and loyalty.

**POSITIVE WORK ENVIRONMENT**  
We promote a positive work environment by supporting each other through effective communication, teamwork, and appreciation for our diverse abilities and contributions.

**VISION**

- To be the transportation service of choice for the residents we serve
- To play an active role in improving the environment of San Joaquin County
- To be an active community partner
- To be perceived as a model agency by our transit peers, recognized for constant improvement