

**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.

**FY06 STRATEGIC GOALS & INITIATIVES**

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

- SI 1** Focus, guide, and reward performance
- SI 2** Improve competence and skills
- SI 3** Promote a positive work environment
- SI 4** Update policies and procedures
- SI 5** Establish accountability
- SI 6** Ensure employee behavior and conduct in alignment with RTD Core Values
- SI 7** Recruit and retain quality employees

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

- SI 1** Commence operations at Downtown Transit Center
- SI 2** Maintain commitment to customer satisfaction
- SI 3** Increase ridership
- SI 4** Enhance service convenience and accessibility
- SI 5** Provide a positive riding experience

**3 GOAL**  
**OPERATIONS**

- SI 1** Improve effectiveness and productivity of transit services
- SI 2** Track and monitor effective performance measures
- SI 3** Operate, maintain, and improve RTD facilities, passenger amenities, and vehicles
- SI 4** Promote safety and security

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

- SI 1** Encourage cost containment and prudent spending
- SI 2** Mitigate risks to reduce costs and losses
- SI 3** Improve financial tracking and reporting
- SI 4** Improve procurement process
- SI 5** Secure existing funding while seeking additional and non-traditional funding sources

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

- SI 1** Enhance local and community awareness and support of RTD
- SI 2** Enhance elected and appointed officials' awareness and support of RTD
- SI 3** Increase awareness and understanding of public transit and RTD through outreach
- SI 4** Ensure consistent corporate identity and message
- SI 5** Improve internal and external communication
- SI 6** Improve RTD's visibility and recognition in the transit industry

**6 GOAL**  
**INNOVATIONS**

- SI 1** Enhance public access and information
- SI 2** Implement and integrate information management system
- SI 3** Streamline internal processes/procedures through technology-based solutions
- SI 4** Improve service through innovative design
- SI 5** Identify future Intelligent Transportation System elements and enhancements

**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