



# FY08 STRATEGIC PLAN

## GOALS STRATEGIC INITIATIVES

### 1 OUR EMPLOYEES

**A** Promote a positive work environment that fosters employee participation and ownership

**B** Provide systematic training and skills development

**C** Improve policies and procedures

**D** Ensure employee behavior and conduct in alignment with RTD Core Values

**E** Recruit and retain quality employees

**F** Communicate thoroughly and honestly with employees

**G** Embrace excellence

### 2 OUR CUSTOMERS

**A** Increase passenger satisfaction

**B** Promote a positive riding experience through service, convenience, and accessibility

**C** Provide a good value for our passengers and our community

**D** Increase quantity and quality of passenger amenities

**E** Establish a coordinated transportation plan to maximize options available for the community

### 3 OPERATIONS

**A** Improve effectiveness and productivity of transit services

**B** Operate, maintain, and improve RTD facilities and vehicles

**C** Expand and monitor effective performance measures

**D** Promote safety and security

**E** Identify and provide the appropriate transit options for our markets

**F** Plan BRT – Phase II

**G** Stabilize and enhance existing programs and systems

### 4 FINANCIAL HEALTH

**A** Encourage cost containment and prudent spending

**B** Mitigate risks to reduce costs and losses

**C** Improve financial tracking and reporting

**D** Centralize procurement activities

**E** Secure existing funding while seeking additional and non-traditional funding sources

**F** Increase ridership and revenue, thereby improving farebox recovery ratio

**G** Connect financial and strategic plans

### 5 PUBLIC RELATIONS

**A** Enhance regional, community, and political awareness and support of RTD

**B** Increase ridership through outreach, education and training

**C** Improve internal and external communication

**D** Improve RTD's visibility and recognition in the transit industry

**E** Ensure consistent corporate identity and message

### 6 INNOVATIONS

**A** Enhance public access to information

**B** Realize maximum benefit of technology-based solutions

**C** Improve service through innovative design

**D** Identify future Intelligent Transportation System elements and enhancements

## MISSION

Our primary mission is to provide a safe, reliable, and efficient transportation system for the region

## VISION

Our vision is to be the transportation service of choice for the residents we serve

## 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