

FY 2010 STRATEGIC PLAN

	OUR EMPLOYEES	OUR CUSTOMERS	FINANCIAL HEALTH	OPERATIONS	COMMUNITY RELATIONS	INNOVATION
<p>INITIATIVES</p> <p>MISSION Our primary mission is to provide a safe, reliable, and efficient transportation system for the region</p> <p>VISION Our vision is to be the transportation service of choice for the residents we serve</p>	<p>A Promote a mutually supportive work environment</p> <p>B Promote employee participation and ownership</p> <p>C Encourage and support professional and leadership development</p> <p>D Promote fiscal responsibility</p> <p>E Streamline and document processes and procedures</p>	<p>A Increase customer satisfaction</p> <p>B Provide a positive riding experience through service, convenience, and accessibility</p> <p>C Lead the community in Mobility Management efforts</p> <p>D Deliver a good value for our customers and our community</p> <p>E Increase quantity and quality of customer amenities</p>	<p>A Increase ridership, revenue, and farebox recovery ratio</p> <p>B Optimize existing funding while seeking additional and non-traditional funding sources</p> <p>C Contain costs and spend wisely</p> <p>D Enhance financial tracking and reporting</p> <p>E Maximize return on investments while minimizing risk</p> <p>F Procure the best products and services at the best price</p>	<p>A Continue to increase productivity and effectiveness of transit services</p> <p>B Operate, maintain, and enhance facilities and vehicles efficiently</p> <p>C Provide appropriate transit options for our customers</p> <p>D Promote safety and security</p> <p>E Implement BRT II – Airport Way Corridor</p> <p>F Develop an effective Disaster Recovery Plan</p>	<p>A Increase ridership through outreach, education, and training</p> <p>B Educate stakeholders on transit funding</p> <p>C Enhance regional, community, and political support</p> <p>D Communicate with consistency, quality, and unity</p> <p>E Maintain visibility and recognition in the transit industry</p>	<p>A Enhance public access to information</p> <p>B Enhance service through technology</p> <p>C Maximize benefit of technology-based systems</p> <p>D Implement sustainable/ environmentally friendly practices</p> <p>E Implement Intelligent Transportation System elements and enhancements</p>

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



San Joaquin Regional Transit District

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