

# FY 2011 | Strategic Plan

Our primary **mission** is to provide a safe, reliable, and efficient transportation system for the region | Our **vision** is to be the transportation service of choice for the residents we serve

We serve our customers well because we are empowered by the strength, contributions, and dedication of our employees

## Our Employees

- A** Promote a mutually supportive and respectful work environment
- B** Promote employee participation and ownership through safe and sensible work practices
- C** Deliver and celebrate extraordinary performance
- D** Encourage and support professional and leadership development
- E** Promote fiscal responsibility
- F** Deliver extraordinary service and value for our customers and our community

## Our Customers

- A** Increase customer satisfaction through extraordinary customer service
- B** Provide appropriate transit options and a positive riding experience for our customers through service, convenience, and accessibility
- C** Lead the community in Mobility Management efforts
- D** Increase the quantity and quality of customer amenities

## Financial Health

- A** Improve operational effectiveness, efficiency, and productivity
- B** Optimize existing funding while seeking additional and non-traditional funding sources
- C** Enhance financial tracking and reporting
- D** Maximize return on investments while minimizing risk
- E** Improve contractor performance through increased oversight and accountability

## Operations

- A** Emphasize safety and security
- B** Continue to increase the effectiveness of transit services: passengers per revenue hour and farebox recovery ratio
- C** Implement BRT II – Airport Way Corridor
- D** Complete RTC design and schedule construction
- E** Plan BRT III implementation
- F** Operate, maintain, and enhance facilities and vehicles efficiently
- G** Develop an effective Disaster Recovery Plan

## Community Relations

- A** Increase customer awareness and ridership through outreach, education, and training
- B** Educate stakeholders on transit funding and benefits to enhance community support
- C** Develop and leverage community partnerships
- D** Continue to promote the use of social media
- E** Communicate with consistency, quality, and accuracy
- F** Maintain visibility and recognition in the transit industry

## Innovation

- A** Enhance public access to information
- B** Maximize the benefit of technology-based systems
- C** Explore and adopt new technologies
- D** Advance sustainable and environmentally friendly practices
- E** Implement Intelligent Transportation System elements and enhancements

## 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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