

# FY 2012 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

## GOALS

	Our Employees	Our Customers	Financial Health	Operations	Community Relations	Continuous Improvement
INITIATIVES	<b>A</b> Create an employee culture obsessed with safety, health, and wellness	<b>A</b> Provide the highest level of service to the greatest number of people within our financial means	<b>A</b> Optimize existing funding, seek additional and non-traditional funding, and explore revenue-generating ideas	<b>A</b> Emphasize safety, security, and customer service	<b>A</b> Increase ridership and revenue through marketing, outreach, and training	<b>A</b> Measure, review, and benchmark organizational performance to strategic goals and comparable transit agencies
	<b>B</b> Teach employees to provide extraordinary customer service	<b>B</b> Enhance public access to information and increase customer satisfaction through online, mobile, and social marketing	<b>B</b> Measure and improve organizational efficiency, effectiveness, and productivity through the use of performance indicators	<b>B</b> Continue to increase the efficiency and effectiveness of transit services	<b>B</b> Enhance community support by educating stakeholders on transit funding and benefits	<b>B</b> Incorporate best management practices and systems
	<b>C</b> Promote employee fiscal responsibility	<b>C</b> Lead the community in Mobility Management initiatives	<b>C</b> Streamline financial tracking and reporting	<b>C</b> Develop Hammer Triangle transfer station	<b>C</b> Continue to develop and leverage community and interagency partnerships	<b>C</b> Maximize current technology and explore and adopt new technologies to improve business
	<b>D</b> Promote employee participation and ownership through increased, open internal communication	<b>D</b> Explore consolidation of regional transit services to improve service and lower costs	<b>D</b> Maximize return on investments while minimizing risk	<b>D</b> Implement BRT III: Hammer Corridor	<b>D</b> Centralize information and communicate with consistency, quality, and accuracy	<b>D</b> Avoid stagnation by fostering employee and vendor innovation
	<b>E</b> Promote a mutually supportive and respectful work environment	<b>E</b> Increase the quantity and quality of customer amenities	<b>E</b> Continuously improve contractor performance through increased oversight and accountability	<b>E</b> Develop blueprint for BRT System	<b>E</b> Maintain visibility and recognition in the transit industry	<b>E</b> Implement practices that reduce energy consumption, waste, and pollution
	<b>F</b> Plan for succession by encouraging and supporting professional and leadership development			<b>F</b> Complete RTC design and schedule construction		<b>F</b> Develop and implement an Environmental and Sustainability Management System
				<b>G</b> Operate, maintain, and enhance facilities and vehicles efficiently		
				<b>H</b> Develop an effective Business Continuity Plan		

### 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

#### Sustainability

We commit to a sustainable business model that includes environmental and fiscal responsibility, business continuity, and succession planning

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

