

FY 2013 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

CORE VALUES

Customer Service

We serve our customers well because we are empowered by the strength, contributions, and dedication of our employees. We treat each other, our customers, and our community with respect, integrity, and loyalty

Safety

We commit to creating a safe and responsible environment for our employees, our customers, and our community

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

GOALS

INITIATIVES

Employee Development

- A** Create an employee culture obsessed with safety, health, and wellness
- B** Develop and implement a Wellness Program
- C** Develop and implement an extraordinary customer service plan
- D** Promote employee fiscal responsibility and accountability
- E** Encourage and support professional and leadership development
- F** Communicate with accuracy, quality, and consistency
- G** Develop and implement a succession plan

Customer Satisfaction

- A** Provide the highest level of service to the greatest number of people within our financial means
- B** Enhance public access to information and increase customer satisfaction through online, mobile, and social marketing
- C** Lead the community in coordinating services for seniors and persons with disabilities
- D** Promote the value of coordination and consolidation of regional transit services
- E** Increase the quantity and quality of customer amenities
- F** Increase farebox recovery through education and enforcement

Financial Health

- A** Maximize current and potential funding and cost savings, and explore revenue-generating ideas
- B** Measure and improve organizational efficiency, effectiveness, and productivity through the use of performance indicators
- C** Tighten integration of capital plan, grants and project management, and finance
- D** Streamline financial tracking and reporting
- E** Continuously improve contractor performance through increased oversight and accountability
- F** Maximize cost savings through risk management

Operations Excellence

- A** Promote safety, security, and customer service
- B** Continue to increase the efficiency and effectiveness of transit services
- C** Continue phased development of Hammer Triangle Station
- D** Plan Metro Express: MLK Corridor
- E** Update Bus Rapid Transit (BRT) Master Plan
- F** Complete Regional Transportation Center (RTC) phasing design, schedule construction, and relocate Metro operations

Community Relations

- A** Increase ridership and revenue through marketing, outreach, and training
- B** Promote and retain new ridership
- C** Educate stakeholders on transit funding and benefits
- D** Continue to develop and leverage community support and interagency partnerships
- E** Maintain visibility and recognition in the transit industry
- F** Reduce energy consumption, waste, and pollution

Continuous Improvement

- A** Measure, review, and benchmark organizational performance to strategic goals and comparable transit agencies
- B** Incorporate best management practices and systems, e.g., Document Control
- C** Maximize current technology and explore and adopt new technologies to improve business
- D** Foster employee and vendor innovation
- E** Implement and continually improve the Environmental and Sustainability Management System
- F** Develop and implement the System Safety Program Plan
- G** Review, develop, and implement the Short-Range Transit Plan