

FY 2021

STRATEGIC PLAN

San Joaquin Regional Transit District

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

EMPLOYEES

- Provide essential training to ensure high levels of performance
- Promote employee engagement to solicit feedback for operational improvement strategies
- Continue to enhance and support Joint Workforce Investment (JWI) program
- Encourage collaboration and inclusiveness through open, respectful, and candid communication throughout the agency

CUSTOMERS

- Deliver safe, reliable, and convenient service
- Provide extraordinary customer service
- Promote customer engagement through various online and in-person platforms

FINANCIAL HEALTH

- Increase revenues by leveraging fare recovery, grants, current revenue contracts, and partnerships
- Maximize current and potential funding and cost savings, and explore revenue-generating ideas and partnerships
- Make data-informed business decisions through comprehensive reviews of key performance indicators

OPERATIONS EXCELLENCE

- Increase ridership through coordinated departmental efforts
- Enhance safety and security of passengers and employees through the implementation of the Agency Safety Plan
- Evaluate the effectiveness of service design continuously to provide the highest level of transit service to the greatest number of people within our available resources
- Manage contracted services for compliance and quality

COMMUNITY RELATIONS

- Increase community partnership development to generate revenues or reduce costs

INNOVATION

- Optimize use of implemented systems and complete current technology projects.
- Identify and replace ineffective technology systems
- Explore RTD zero emission bus technology to ensure viable energy and fuel alternatives