



FY 2022

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

- Align training to improve knowledge, skills, and abilities to advance work performance.
- Promote employee engagement by modeling clear, purposeful, and inclusive communication across the organization.
- Renew, enhance, and support the Joint Workforce Investment Program.
- Continue to promote a safe work environment for all RTD employees.

CUSTOMERS

- Design and implement the next generation of service to meet the essential needs of customers.
- Assure customer confidence by communicating RTD's safety-focused culture.
- Bolster customer engagement by promoting effective technology and a variety of online platforms.

FINANCIAL HEALTH

- Leverage grants, revenue contracts, and partnerships to increase ridership.
- Develop a sustainable business model driven by the system redesign study.
- Align business decisions with critical reviews of key performance indicators.

OPERATIONS EXCELLENCE

- Create and implement the next generation service design that is scalable to funding availability and customer demand.
- Evaluate the effectiveness of service design continuously to provide the highest level of transit service to the greatest number of people within our resources.
- Amplify management of contracted services to ensure compliance, accountability, and quality.
- Enhance safety and security of passengers and employees by implementing appropriate risk mitigation as outlined in RTD's Agency Safety Plan.

INNOVATION

- Strengthen mutually beneficial community partnerships (i.e. schools) to expand public transportation options throughout the region.
- Saturate the region with RTD Next Gen branding to ensure community engagement for the success of the study.
- Showcase RTD as a model of safety, reliability, and efficiency for the community as the transportation of choice.
- Continue to promote RTD services to regional governing boards and chamber of commerce.

COMMUNITY RELATIONS

- Optimize current technology and adopt innovation to support the agency's business, operational, and safety needs.
- Enhance vehicle reliability using advanced analytics and industry best practices.
- Plan and implement the right mix of zero-emission bus technology and infrastructure to ensure environmental responsibility.
- Begin aggressive implementation of Business Continuity Plan.