



STRATEGIC PLAN

FY 2023

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

- Empower employees to continually advance their careers by aligning training to improve and develop knowledge, skills, and abilities.
- Stimulate employee engagement with effective communication that allows employee feedback and participation.
- Enhance and support the Joint Workforce Investment Program.
- Continue to promote a safe work environment for all RTD employees by developing a system to communicate current safety concerns in the workplace.
- Encourage employees to maintain a healthy work-life balance by reinvigorating the employee wellness program.

CUSTOMERS

- Meet customers' evolving needs by identifying, designing, and implementing the next generation of services.
- Strengthen customer confidence in RTD safety and technology with clear and consistent communication.
- Bolster customer engagement by promoting effective technology on a variety of online platforms.

FINANCIAL HEALTH

- Leverage grants, revenue contracts, and partnerships to increase ridership sustainably.
- Develop a sustainable business model informed by the system redesign study.
- Align business decisions with key performance indicators and a high level of fiduciary accountability.

OPERATIONS EXCELLENCE

- Return to pre-COVID levels of service that are 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 RTD's resources.
- Create and establish departmental key performance indicators.
- Improve the integration of county services.
- Support a safe community by implementing programs in alignment with RTD's Agency's Safety Plan.

COMMUNITY RELATIONS

- Magnify RTD's value to the community by promoting public engagement that informs, involves, and empowers people to use and advocate for public transit.
- Enhance and showcase RTD as a model of safe, reliable, efficient, and cost-effective transportation for the community.
- Continue to promote RTD services to regional governing boards, chambers of commerce, transit-dependent resource groups and centers, educational institutions, and stakeholders.
- Strengthen regional partnerships to mutually support and advocate for new and existing programs and services in the region.

INNOVATION

- Utilize and monitor newly implemented technology to support the agency's business, operational, and safety needs.
- Enhance vehicle reliability by using advanced analytics and industry best practices.
- Plan and implement the right mix of zero-emission bus technology and infrastructure to ensure environmental responsibility.
- Update the Business Continuity Plan.