



STRATEGIC PLAN

FY 2024

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.
- Increase morale with timely, meaningful feedback and involvement in decision-making.
- Boost Joint Workforce Investment Program to provide a greater career opportunity.
- Prioritize safety with effective communication systems in the workplace.
- Enhance wellness program for a healthy work/life balance.
- Work to create a pathway from frontline employee to supervision.

CUSTOMERS

- Enhance the customer experience with technologies and service improvements
- Improve customer safety perception.
- Ensure that what we do or propose helps to satisfy a customer transit need or improve the customer experience.
- Simplify fare payment.

FINANCIAL HEALTH

- Leverage grants, revenue contracts, and partnerships to catapult sustainable ridership growth.
- Establish a resilient business model informed by the comprehensive system redesign study, driving long-term financial viability.
- Align business decisions with robust key performance indicators, transparency, and a steadfast commitment to fiduciary accountability.

OPERATIONS EXCELLENCE

- Revitalize service offerings while being agile to customer needs and funding availability.
- Continuously assess the efficacy of service design to deliver quality transit experience with RTD's resources.
- Create and establish departmental key performance indicators.
- Seamless implementation of software solutions in Maintenance and Transportation.

COMMUNITY RELATIONS

- Amplify RTD's values to the community by fostering meaningful public engagement that informs, involves, and empowers individual to utilize and advocate for public transit.
- Enhance and showcase RTD as an exemplary model of safe, clean, reliable, efficient, and cost-effective transportation for the community.
- Actively promote RTD services to regional governing boards, chamber 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

- Increase ridership with the use of modern technology.
- Proactively monitor and maintain our fleet to ensure a safe, comfortable, and accessible ride for our operators and passengers.
- Increase the use of hybrid and zero-emission buses to improve our energy efficiency and reduce greenhouse gases.
- Maintain the Business Continuity Plan to further improve resiliency.