



SACRAMENTO
REGIONAL
TRANSIT
DISTRICT

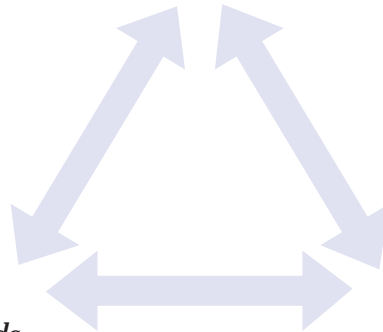
Strategic Plan

Vision

A coordinated regional public transportation system that delivers quality and environmentally sensitive transit services that are an indispensable part of the fabric of communities throughout the Sacramento region.

Values

Values are the things the organization holds most important and will not compromise. These are RT's values:



Purpose

The purpose of the Sacramento Regional Transit District is to promote and enhance regional mobility and serve the public by providing quality transit services and solutions that improve the overall quality of life in the Sacramento region.

Financial Sustainability

- We continuously assess operational and financial performance across key areas – *and raise the bar.*
- We are resourceful in preserving and increasing local funding for transit.
- We maximize the region's ability to attract federal and state funding for regional transit improvements.
- We prepare for future funding fluctuations and needs.
- We advance the introduction of new technologies to improve operational efficiency, effectiveness and overall customer service.

Customer Service

- *OUR CUSTOMERS ARE FIRST* – we continuously work to ensure effective communications with our customers and first-line employees.
- We provide safe, reliable and on-time service.
- We provide a clean, attractive, accessible and comfortable passenger environment.
- We provide for our customers' security.
- We offer affordable and competitive fares.
- We maintain our infrastructure and equipment in a "state of good repair."
- We provide employees the tools and resources to be responsive.



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■ Values Continued

Regional Leadership

- We are committed to creating a “world class” transit system in the Sacramento region.
- We are advocates for regional investment and policy decisions that are positive for our environment and community livability.
- We take the lead to promote a strong, coordinated regional transit network with effective linkages across jurisdictional boundaries; and advance the deployment of “state-of-the-art” technologies.
- We provide a “lifeline” to people who need it, including reduced fares, where possible, to persons without access to automobiles – students, senior citizens and persons with disabilities.
- We make every reasonable effort to provide at least minimum levels of transit service to all areas in the District.
- We offer integrated services through a variety of partnering arrangements.
- We engage a broad spectrum of regional stakeholders -- including public, private sector, community-based, and non-profit partners to promote regional mobility and enhance the role of regional transit services.

Quality Workforce

- We are able to attract and retain a qualified, talented and committed workforce.
- We maintain a positive work environment – *a place employees want to work*.
- We work hard to increase employees satisfaction and loyalty.
- We strongly encourage and reward personal professional development.
- We are a competitive employer.

Ethical and Sound Business Practices

- We are ethical.
- We comply with regulatory and statutory requirements.
- We review our core business practices and performance; and benchmark the transit industry/peer transit systems for “lessons learned” and “best practices.”