**SUBJECT:** Short Range Transit Plan (SRTP) Goals and Sub-Goals

**RECOMMENDED ACTION:**

- Information Only
- Briefing Item [x]
- Recommended Motion

This item is presented for Discussion by the Board.

**Fiscal Impact:** None

**Background/Discussion:**

The District’s Goals and Sub-Goals form the basis for the projects and programs contained in the Short Range Transit Plan.

**BOARD ACTION:** Approved as Recommended [x] Other [ ]

Approved with Modification(s) [ ]

**MOTION:** BISCHOFBERGER/JAQUEZ to direct staff to make revisions to the SRTP as discussed and bring back to the March 16, 2005 Board Meeting for approval (7-0-0-0).

Ayes: Directors Bischofberger, Jaquez, Kaplan, Hayashi, Peeples, Vice President Harper, President Wallace - 7

Noes: None - 0

Abstain: None - 0

Absent: None - 0

The above order was passed on March 2, 2005.

Rose Martinez, District Secretary

By ________________________________
According to Guidelines adopted by the Metropolitan Transportation Commission (MTC), the Goals and Objectives should be comprehensive and address all major areas of operator activities, including principles and guidelines under which new service would be implemented. The goals, objectives and performance standards should also address both the efficiency and effectiveness of transit services provided by the operator.

Attachment A presents the District’s Vision, Mission, Goals and Sub-Goals for purposes of discussion by the members of the Board.

**Prior Relevant Board Actions/Policies:**
GM 04-004a: Adopt SRTP
GM 03-286: Review Draft Chapters
GM 03-146: Approve SRTP Timeline
GM 02-072a: Adoption of the Short Range Transit Plan

**Attachments:** Attachment A: District Vision, Mission, Goals and Sub-goals

**Approved by:** Rick Fernandez, General Manager
Nancy Skowbo, Deputy General Manager, Service Development

**Prepared by:** Tina Spencer, Manager Long Range Planning

**Date Prepared:** August 23, 2007
AC Transit District Vision, Mission, Goals and Subgoals

Vision and Goals
AC Transit’s Vision, Mission Statement and Goals aim to convey the District’s prime focus on moving people around the East Bay. They emphasize the local responsibility of the District, while providing a broader vision of its position in the region through improving quality of life and improving congestion.

District Vision
AC Transit’s vision is to be the mobility manager for the East Bay; allowing anyone to go anywhere they want safely, quickly and efficiently. We have begun internally, by developing Critical Business Outcomes and emphasizing working together to solve problems. The District will develop coalitions that build a Regional perspective for an effective and innovative transportation system. By improving the quality of life, easing congestion and stimulating economic development in the East Bay, the District will continue to be an integral part of the region’s future.

District Mission
The AC Transit Mission is to provide Safe, Convenient, Courteous and Reliable Transit Service.

District Goals and Sub-Goals
AC Transit has established five high-level goals, covering the core objectives of providing transit service and maintaining a customer focus, along with the financial strength, planning capabilities and employee participation that are necessary to achieve this. These goals, coupled with the Vision and Mission statements, provide the framework for developing sub-goals and individual department goals.

1. Provide High Quality, Useful Transit Service for Customers in the East Bay
   - Improve on-time performance
   - Target specific audiences to increase market share
   - Insure proper staffing at all levels to improve schedule adherence
   - Identify and serve emerging new markets
   - Identify and correct bus scheduling issues/problems
   - Modernize AC Transit’s fleet and services
   - Maximize the use of technological advancements to improve District operation
   - Improve air quality and other environmental impacts of both AC Transit vehicles and facilities
   - Provide sufficient resources to support District budgeted programs and levels of service
   - Insure that a sufficient number of buses are available to meet all bus schedules
   - Retain and promote a high quality diverse workforce that mirrors the diversity of the communities that the District serves
   - Increase ridership
   - Provide high quality paratransit service in cooperation with the East Bay Paratransit Consortium
   - Plan and implement service enhancement projects, including increased service levels and/or route restoration
2. **Make Sure that Customers are the First Priority**
   - Improve content and availability of information about AC Transit to our customers
   - Improve the ability for riders with disabilities to use fixed route accessible service
   - Maintain clean vehicles
   - Treat all customers with respect and dignity regardless of gender, race, color or national origin
   - Promote rider and community involvement in identifying issues for increased District efforts
   - Promote District and public safety awareness
   - Provide for emergency preparedness, including continuation of service during an emergency, whether it is a District emergency or that of another agency.

3. **Strengthen Financial Stability**
   - Maximize District investments
   - Minimize the District’s exposure to financial risk
   - Increase level of funding that AC Transit receives through sales tax reauthorization, grant sources and/or other innovative funding sources
   - Reduce costs associated with vandalism
   - Minimize fare evasion
   - Minimize the District’s exposure to risk from passenger and employee accidents
   - Provide timely and complete analysis of financial and statistical data to support District operations
   - Ensure that operation of paratransit is cost efficient
   - Be prepared for downturn in local and national economy

4. **Plan and Advocate for Funding and Implementation of Future Projects**
   - Develop a visible and positive image with public officials and the community at large
   - Complete planning studies for the heaviest bus corridors
   - Promote partnerships between the District and other organizations (unions, government agencies, civic groups, general public, and/or private sector) to support common interests
   - Develop public/private partnership with both businesses and cities to provide enhanced serviced levels
   - Work with City and Local agencies to make transit usage as safe, secure, reliable and quick as possible and to promote transit usage in the planning process
   - Promote “Transit First” development practices and increased funding for transit through transit mitigation funding for new developments
   - Advocate for new funding sources to enhance service levels
   - Explore alternatives to conventional fixed-route transit
   - Promote public involvement to assist in District decision-making processes
   - Position District for federal authorization and appropriations.

5. **Increase Employee Participation and Pride in the Agency**
   - Strengthen internal communication at all levels
   - Become a ‘can-do’ agency
- Provide employees with all of the necessary tools to continually improve knowledge, skills and abilities
- Promote organizational development that prepares the District for the future
- Provide employee support systems that enhance morale and minimize stress