Goal: Increase Ridership by 5% Each Year for Next Two Years
Goal: Outpace Peers in Ridership Growth, Safety, Efficiency and Reliability

A Safety First Culture. Our approach to safety is proactive and pervasive.
- Complete Facility Master Plan and Prioritize Projects
- Comply with New Federal Safety Management System Regulations
- Maintain Preventable Accident Corrective Action Plan
- Maintain De-escalation Training
- Complete Voluntary OSHA Site Reviews

Exceptional Customer Service. We elevate the voice of the customer.
- Policy – Fare Simplification (TANK and Regional)
- Tech – Mobile Planning/Reservations/Ticketing
- Vehicle Cleanliness Assurance Process
- New, Recurring Customer Feedback / Survey Process
- New, Customer Loyalty/Engagement Plan

Efficiency. Our work is systems-based, reliable and responsive.
- Complete UBER Study
- Implement Microtransit Pilot with TransLoc/Ford
- Transit Network Study Update
- Rework Metrics to Manage Performance (OTP, Absenteeism, Cust. Serv, Etc.)
- Seek to Automate Manual Processes in Each Dept. / Enterprise Software Review
- Continue to Improve Process Documentation

A Highly Effective Workforce. We lead with our core values.
- Continue to recognize/celebrate our workforce
- Appropriate Technical Training for All Admin/Maintenance Employees
- Continue Employee Engagement Feedback Process (2019, Biannually Thereafter)
- Evaluate Operator Early Service Turnover and Create Strategy
- Update Agency Compensation Strategy
- Update Performance Evaluation Process