



TANK Targets is a goal-setting and prioritization tool to help TANK set our sights high to be **the absolute best organization we can be** given our resources. Building from our **Mission and Core Values**, TANK Targets focuses on five key areas that will help all TANK employees work together to provide world-class service to our Northern Kentucky community.

- ^ **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