



STRATEGIC PLAN: 2016 - 2021

VISION & MISSION

The vision of MTD is that public transit within the District should be so available and attractive that use of an automobile is a choice, not a necessity.

The mission of MTD is to enhance the mobility of South Coast residents, commuters, and visitors by offering safe, appealing, equitable, environmentally responsible, and fiscally sound transit service.

VALUES

- Well-Run & Respected
- Professional Employees
- Responsible With Public Funds
- Pleasant Customer Experience
- Technical Expertise
- Community & Local Agency Support

STRATEGIC PRIORITIES

ACTION ITEMS

	On-Time Performance*	Facility Improvements*	Long-Term Service Planning*	Customer Satisfaction*	Balanced Fare Structure	Financial Stability	Workforce Recruitment	Future Fuel Path
	<p>Deploy new tech tools for operations and customer service</p> <p>Set schedules that take into account changing road conditions</p> <p>Work with partner agencies to ensure adequate traffic management</p> <p>Support mode shift to reduce traffic congestion</p> <p>Establish new operational positions within MTD</p> <p>Expand service as feasible</p> <p>Recognize that on-time performance affects customer satisfaction</p>	<p>Increase space for bus storage, offices and maintenance facilities</p> <p>Replace or expand MTD Transit Center</p> <p>Develop a facility master plan</p>	<p>Analyze South Coast build-out potential based on general and specific plans</p> <p>Flesh out a long-term (30 year) plan for MTD service</p> <p>Work with agency partners to coordinate plans and services</p> <p>Increase MTD's participation in policy discussions</p> <p>Define levels of service (coverage vs. ridership)</p> <p>Analyze the expected effects of changing demographics</p>	<p>Implement an MTD communications plan</p> <p>Improve bus stops</p> <p>Promote employee transit incentive programs</p> <p>Expand service as feasible</p> <p>Enhance employee customer service training & practices</p> <p>Enhance the passenger experience (e.g., A/C, Wi-Fi)</p> <p>Implement "smart card" technology</p> <p>Implement security camera and real-time information system</p>	<p>Maintain special pass program fees consistent with general fare policy</p>	<p>Develop new revenue streams (e.g., Calle Real property)</p> <p>Continue to work in partnership with employee labor groups</p> <p>Update and enhance 5-year financial plan</p>	<p>Address housing needs</p> <p>Expand participation in activities such as job fairs, etc.</p> <p>Align training needs with community college course offerings</p> <p>Offer competitive compensation</p> <p>Promote MTD reputation as a great place to work</p> <p>Encourage & support employee professional & leadership development</p> <p>Enhance employee health & wellness programs</p> <p>Enhance employee communications</p>	<p>Participate in proof-of-concept demonstrations for electric buses</p> <p>Implement renewable energy systems where feasible and cost-effective</p>

*These are the top four strategic priorities, as determined by the MTD Board of Directors.