



# STRATEGIC PLAN: 2025 - 2029

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

- Safety- & Security-Minded
- Responsible Steward of Public Funds
- Trusted & Reliable Service Provider
- Excellent Partner & Collaborator
- Customer-Centered Focus
- Committed to Innovation
- Engaged in the Community
- Fosters a Culture of Appreciation & Belonging

STRATEGIC PRIORITIES

ACTION ITEMS

	<b>Fleet, Facilities &amp; Technology</b>	<b>Long-Term Service &amp; Operations Planning</b>	<b>High-Quality Customer Experience</b>	<b>Workforce Recruitment &amp; Retention</b>	<b>Financial Resilience</b>	<b>Fare &amp; Service Equity</b>
	<p>Implement Zero-Emission Bus Rollout Plan &amp; Transit Asset Management Plan</p> <p>Increase space for bus storage, offices &amp; maintenance facilities</p> <p>Build new Terminal 2 Operations &amp; Maintenance Facility</p> <p>Improve MTD Transit Center &amp; modernize Terminal 1</p> <p>Develop plan to relocate employee parking from Terminal 1 &amp; Terminal 2 bus yards</p> <p>Upgrade MTD's information technology systems</p> <p>Modernize MTD's business applications</p> <p>Ensure MTD network security</p>	<p>Implement safety measures for passengers &amp; employees as outlined in the Public Transportation Agency Safety Plan</p> <p>Work with agency partners to ensure adequate traffic &amp; right-of-way management</p> <p>Support mode shift to reduce traffic congestion</p> <p>Plan for South Coast build-out potential based on land-use plans</p> <p>Increase MTD involvement with the cities and County to connect land use and transit planning</p> <p>Plan for the expected effects of changing demographics, increased demand for paratransit, and changes in regional transit needs</p>	<p>Enhance the passenger experience</p> <p>Improve bus stops</p> <p>Strengthen-real-time information &amp; passenger communications regarding on-time performance and service reliability</p> <p>Implement transit priority projects</p> <p>Expand standards &amp; training for customer service excellence</p> <p>Build on software solutions for resolution of concerns &amp; complaints</p> <p>Implement MTD's marketing &amp; communications plan</p>	<p>Develop innovative recruitment strategies to restore the workforce to support reliable service delivery</p> <p>Align training needs with community college course offerings</p> <p>Foster a culture of appreciation and belonging</p> <p>Offer competitive compensation &amp; benefit programs</p> <p>Promote MTD's reputation as a great place to work</p> <p>Encourage &amp; support employee professional development</p> <p>Enhance internal communications &amp; employee engagement</p> <p>Define &amp; recruit new positions to keep pace with new technology</p>	<p>Develop new revenue streams</p> <p>Advocate for new FTA funding program for agencies serving medium-sized UZAs</p> <p>Work in partnership with employee labor groups</p> <p>Update and enhance five-year financial plan</p> <p>Explore potential ballot initiative</p> <p>Increase MTD's participation in policy discussions</p>	<p>Design and deliver service that balances coverage and ridership in an equitable manner</p> <p>Ensure positive &amp; negative impacts of fare changes &amp; major service changes are equitably distributed</p> <p>Complete contactless fare payment system implementation with fare capping &amp; reduced fare provisions</p>