

## Draft Vision, Mission Statement, Goals, Objectives, and Strategic Approaches

<b>Vision</b>	To make exceptional public transportation the foundation of the region's community, prosperity, and mobility.		
<b>Mission Statement</b>	GoTriangle improves our region's quality of life by connecting people and places with safe, reliable and easy-to-use travel choices.		
<b>Themes</b>	Mobility	Customer Service	Community
<b>Goal Statements</b>	1. Improve Mobility in the Region	2. Assure High Quality Customer Service through direct operation or partnerships	Encourage Sound Growth Patterns
<b>Objectives</b>	<p><b>1.1. Increase number of customers served with sustainable transportation services.</b></p> <p><b>1.2. Maintain cost-effectiveness.</b></p> <p><b>1.3. Pursue service improvement and expansion opportunities.</b></p> <p><b>1.4. Incorporate innovations to improve mobility and environmental stewardship.</b></p> <p><b>1.5. Promote a positive image of transit for the region's citizens</b></p>	<p><b>2.1. Promote a Culture of Safety.</b></p> <p><b>2.2. Deliver reliable service.</b></p> <p><b>2.3. Deliver a customer-friendly experience through our people and systems.</b></p> <p><b>2.4. Ensure an attractive and accessible transit environment.</b></p> <p><b>2.5. Actively engage the communities we serve (employees, citizens, customers, etc.).</b></p>	<p><b>3.1. Encourage transit-oriented development.</b></p> <p><b>3.2. Strengthen community and institutional partnerships.</b></p> <p><b>3.3. Pursue joint development opportunities.</b></p> <p><b>3.4. Encourage local governments and institutions to site affordable housing, job opportunities and public facilities in locations accessible by transit.</b></p>

<b>Strategic Approaches</b>	Actively seeking the financial resources to fund the county transit plans	Proactively communicating with elected officials, business leaders, civic groups, customers and interested public	Providing the skills, staffing, systems and technology needed to meet our objectives	Proactively developing positive partnerships with all stakeholders to deliver the services and projects contained in the county transit plans	Encouraging the inclusion of transit in land use planning
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