VISION
Your Preferred Transportation Choice for Today and Tomorrow.

MISSION
Pierce Transit improves people’s quality of life by providing safe, reliable, innovative, and useful transportation services that are locally based and regionally connected.
CUSTOMER FOCUSED

Provide transportation services that meet our current and potential customers’ needs

VALUES

Innovative...dedicated to providing our customers with leading-edge services that enhance their transportation experience.

Driven...continuously improving our capabilities, work habits, processes, and attitudes by listening to our employees and customers.

Responsible...invested in managing the safety, quality, and reliability of our services.

FINANCIALLY RESPONSIBLE

Act with financial accountability and transparency as stewards of the public trust

DEDICATED EMPLOYEES

Attract, cultivate, and maintain an engaged workforce

CULTURE OF EXCELLENCE

Develop a culture which fosters safety, collaboration, data-driven decisions and innovation

Customer’s and community’s perspectives are integrated into decision-making

Meet the targets and performance measures documented in the Transit Asset Management Plan (TAMP)

OJI rate and preventable accident rate decreases

Meet or exceed divisional and department-level goals

Revenues equal or exceed expenditures and Board policy reserve requirements are met

Improve transparency of the budget development process

Improve internal and external satisfaction with communication of financial information

Use a documented cost/benefit analysis for financial decisions

Ridership increases at the same rate as growth in total service area population

Increase in the number of customers who perceive that Pierce Transit meets their transportation needs

Communities’ perception of Pierce Transit improves

Increase in the number of partnerships annually

2017 STRATEGIC PLAN

 Decrease Relief Transit Operator (RTO) turnover

Increase score of Support quality on annual employee survey

Increase score of Collaboration quality on annual employee survey

EE engagement increases