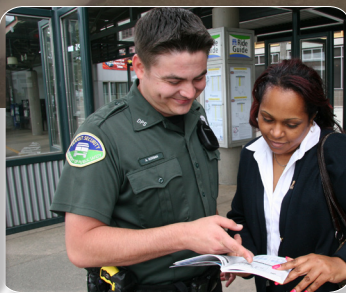


PIERCE TRANSIT



STRATEGIC PLAN 2017-2021



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.



PIERCE TRANSIT 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



DEDICATED EMPLOYEES

Attract, cultivate, and maintain an engaged workforce

FINANCIALLY RESPONSIBLE

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



- 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

- 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



CULTURE OF EXCELLENCE

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

CUSTOMER FOCUSED

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



- 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

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.