



STRATEGIC PLAN

(Adopted February 2014)

MISSION

Provide safe, frequent, efficient, reliable, and affordable transportation throughout the Greater Portland Region.

CORE VALUES

- We are committed to **SAFETY** – the safety of our customers, employees and the general public is priority number one.
- We are connected to our **CUSTOMERS** – Our customers are our top stakeholders in designing and providing a transit system that meets their transportation needs.
- We act with **INTEGRITY** – We work to uphold the highest standards of fairness, transparency, accountability, dependability and respect.
- We pursue **SUSTAINABILITY** – We strive to be responsible stewards of the environment and advocates of transit-oriented regional economic growth and a strong community.

STRATEGIC PRIORITIES

Priority 1 – Maintain what we have

Protect today's service through a well-equipped and developed staff and properly maintained and managed physical assets.

Priority 2 – Increase service levels in Metro's core service area

Improve frequency and hours of operation where ridership demand reasonably warrants within the current service area.

Priority 3 – Improve the Customer Experience

Introduce enhancements that improve the customer experience including (for example) an electronic fare collection system, smart cards, mobile payment, automatic on-board voice announcements, on-board Wi-Fi, and upgraded bus shelters/transit centers.

Priority 4 – Expand the Metro Service Area

Based on demonstrated ridership demand, add service to areas within the Metro service area that lack transit service or introduce service to jurisdictions outside the current Metro service area.

MAJOR GOALS AND OBJECTIVES

Provide High Quality Operations

1. Develop and implement performance and asset management systems.
2. Leverage technology to improve operations and service.

Achieve Long-term Financial Sustainability

1. Identify and develop new sources of funding.
2. Improve operating efficiency and contain costs.
3. Maximize fare revenue.
4. Leverage use of compressed natural gas.

Strengthen Metro's Organizational Capacity

1. Strengthen the Metro team.
2. Strengthen agency policy and procedure documents.
3. Link internal activities to Metro's goals.
4. Leverage Board member time and skills.

Improve Transit Network Performance

1. Regionalize the transit system to improve the customer experience and achieve financial efficiencies that can be re-invested in service improvements.
2. Optimize routing and service (allow flexibility/responsiveness in making service changes).
3. Improve bus stops and overall transit accessibility.

Strengthen Positive Public Opinion

1. Improve focus and effectiveness of marketing.
2. Continue effort to increase transparency and public involvement.
3. Improve customer touch-points.
4. Engage and build mutual support with stakeholders.

TOP PERFORMANCE MEASURES & METRICS

Performance measures and metrics for each element of the goals and objectives are under development.