

Golden Empire Transit District

2021 STRATEGIC PLAN

We make life better by connecting people to places one ride at a time.

CORE VALUES

Quality

We commit to a consistent level of quality, customer satisfaction and continual improvement in everything we do. We evaluate our success through objective measurement.

Customer Service

We commit to treat each other, our customers and our community with respect, integrity and loyalty.

Safety

We commit to creating a safety culture that ensures a safe and healthy environment for our employees, our customers, and our community.

Work Environment

We commit to a positive work environment by supporting each other through effective communication, teamwork, and by recognizing our diverse abilities, contributions and successes.

Sustainability

We commit to a sustainable business model that includes environmental and fiscal responsibility and business continuity.

BOARD INITIATIVES

A. Ensure Delivery of High Quality Mobility Services		B. Improve Infrastructure		C. Advance Community Connection		D. Safeguard Fiscal Stability	
1. Recognize continued efforts to respond to COVID-19 issues.		1. Complete purchase of new property.		1. Find ways to actively engage customers and community.		1. Maximize fare box and auxiliary revenue.	
2. Expand On-Demand to new downtown zone.		2. Implement ZEB fueling technology.		2. Clearly define social equity and diversity objectives. Evaluate internal/external areas for improvement.		2. Control discretionary expenses.	
3. Add personnel and equipment needed to support expanded On-Demand service.		3. Deploy hydrogen fuel cell buses in service.		3. Restore public confidence in transit by maintaining a safe and healthy environment during the pandemic.		3. Participate in CTA's TDA Reform Task Force.	
4. Evaluate present service mix.		4. Construct additional bus maintenance bay.		4. Strengthen partnerships with community leaders.		4. Develop new metrics to demonstrate the value of GET's transit service.	
5. Update Long Range Transit Plan.		5. Work with CHSRA on property acquisition and relocation.					
		6. Implement backup power for modular buildings.					