

# GOLDEN EMPIRE TRANSIT DISTRICT

# 2022 STRATEGIC PLAN

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

## CORE VALUES

<p><b>Quality</b> We commit to a consistent level of quality, customer satisfaction and continual improvement in everything we do. We evaluate our success through objective measurement.</p>	<p><b>Customer Service</b> We commit to treat each other, our customers and our community with respect, integrity and loyalty.</p>	<p><b>Safety</b> We commit to creating a safety culture that ensures a safe and healthy environment for our employees, our customers, and our community.</p>	<p><b>Work Environment</b> We commit to a positive work environment by supporting each other through effective communication, teamwork, and by recognizing our diverse abilities, contributions and successes.</p>	<p><b>Sustainability</b> We commit to a sustainable business model that includes environmental and fiscal responsibility and business continuity.</p>
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## BOARD GOALS

<p><b>GOAL A:</b> Recruitment and Retention</p>		<p><b>GOAL B:</b> Safety and Accessibility for Riders and Team Members</p>	
<p><b>INTENT:</b> Retain current team members and attract qualified applicants by being the employer of choice.</p>		<p><b>INTENT:</b> Provide a safe, accessible, and secure environment for both team members and riders.</p>	
<ol style="list-style-type: none"> <li>1. Ensure customer service training for all employees</li> <li>2. Implement online portal for employment applications</li> <li>3. Provide training for supervisors to enhance/encourage careers</li> <li>4. Explore implementing HRIS System</li> <li>5. Establish short and long term needs for recruitment</li> <li>6. Provide technical training for Maintenance employees</li> <li>7. Identify new recruitment partners</li> </ol>		<ol style="list-style-type: none"> <li>1. Inventory lighting and cameras at all locations ; upgrade/repair where needed</li> <li>2. Ensure ability of security team to provide customer service</li> <li>3. Deploy security guards in the field</li> <li>4. Review/update Safety Plan</li> <li>5. Consider technological safety devices on buses</li> <li>6. Promote safety campaign</li> </ol>	

<b>GOAL C3: Succession Planning</b>		<b>GOAL D: Develop Creative and Innovative Solutions to Increase Ridership</b>	
<i>INTENT:</i> To provide a stable organization and opportunity for employee growth and advancement.		<i>INTENT:</i> Create innovative solutions for positive rider experiences.	
<ol style="list-style-type: none"> <li>1. Develop a succession plan</li> <li>2. Create training opportunities to support succession plan</li> <li>3. Offer job shadowing opportunities for employees interested in career path development</li> <li>4. Highlight long-term employees</li> </ol>		<ol style="list-style-type: none"> <li>1. Provide free rides on fixed route for students</li> <li>2. Implement CTSA service</li> <li>3. Develop On Demand Paratransit and CTSA app scheduling</li> <li>4. Restructure route system based on IBI study</li> <li>5. Update fare structure</li> <li>6. Expand On Demand Microtransit service to Oildale</li> </ol>	

<b>GOAL E: Capital Projects</b>	
<i>INTENT:</i> Strategically plan and address capital needs to meet the service commitment including facilities, technology, and equipment now and in the future.	
<ol style="list-style-type: none"> <li>1. Develop a 5-Year Capital Projects Plan</li> <li>2. Build additional maintenance bays</li> <li>3. Complete solar project</li> <li>4. Complete hydrogen fuel station</li> <li>5. Provide electrical infrastructure for electrical vehicles</li> <li>6. Plan for expansion of DTTC CSR offices</li> </ol>	