

# Our Goals

1

## Deliver Better Mobility Services

Expand and invest in sustainable transportation options to better meet mobility needs, reduce emissions, and improve equity.

2

## Provide Outstanding Customer Experience

Deliver a superior transit experience that captivates riders, fosters loyalty, and nurtures trust.

3

## Become an Employer of Choice

Create an employee experience that is meaningful, inclusive, attracts talent, and is built on trust.

4

## Lead Responsibly

Build a fiscally responsible, accountable, and highly effective organization.

5

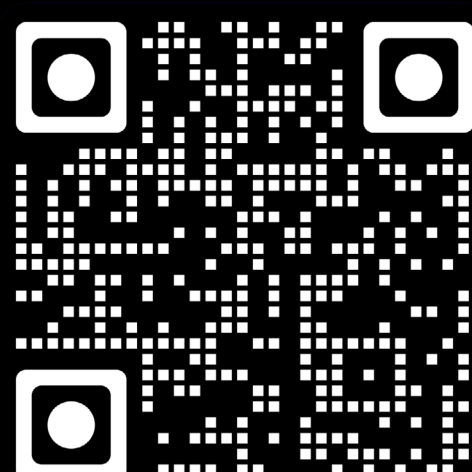
## Ensure Effective Management

Provide sufficient flexibility, resources, and staffing to support the effective delivery of all transportation services for agencies under the District umbrella.

6

## Exercise Collective Efforts

Collaborate across the region to improve transit and land use in service of greater mobility.



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for more info