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## **CHAPTER 2 VISION, GUIDING PRINCIPLES AND PERFORMANCE MEASURES**

### **2.1 DESCRIPTION AND PROCESS**

A refined comprehensive set of goals, objectives and performance standards will be developed in the SamTrans Strategic Plan and incorporated in future SRTPs. Work on the SamTran’s Strategic Plan will occur in FY2008. An extensive market analysis has been conducted as a prelude to the Strategic Plan and an overall Vision and 10 Guiding Principles were approved by the Board to set the policy framework to better serve SamTrans’ customer base. The Guiding Principles serve as the goals for this SRTP.

### **2.2 VISION STATEMENT**

“The San Mateo County Transit District is a leader in providing mobility alternatives that are relevant and desirable.”

### **2.3 GUIDING PRINCIPLES**

1. Compete in markets where we can be competitive, giving priority to the most cost-effective services.
2. Sustain basic mobility services for transit dependent and low income persons.
3. Continue the District’s reputation of service quality and provide relevant transit choices to customers.
4. Utilize the most effective mix of services and amenities to maximize ridership.
5. Maintain financial strength and integrity in order to continue to operate the District’s family of services.
6. Lead the way in making transit investments where there is transit-supportive land use and reach out to cities, employers, and other local and regional partners regarding community, who establish transit supportive programs and policies.
7. Focus on meeting the transit needs of partners, including the business community, who establish transit-supportive programs and policies.
8. Improve transit connectivity by coordinating with other transit operators and with local transportation services.
9. Continue to be an employer of choice that attracts and retains competent, able employees.
10. Work with businesses to create awareness of transportation choices.



## 2.4 PERFORMANCE MEASURES

SamTrans sets high standards to ensure systemwide performance. Performance measures have been established that are both quantitative and qualitative.

### Quantitative Measures

#### Fixed-route Service

- Ridership by 2017: 17,145,993
- 0.2 complaints per 1,000 riders
- 100,000 miles between preventable accidents
- 85 percent on-time performance
- 15,000 miles between road calls
- Fare Revenue by 2017: \$25,328,000
- Revenues Hours by 2017: 660,620
- Revenues Miles by 2017: 7,091,211

#### Paratransit Service

- Ridership by 2017: 383,264
- 2.5 complaints per 1,000 riders
- 90 percent on-time performance
- Fare Revenue by 2017: \$1,187,000
- Revenues Hours by 2017: 212,910
- Revenues Miles by 2017: 2,742,367

### Qualitative Measures

- Maintain partnership with MTC for the successful implementation of TransLink.
- Continue to ensure a highly coordinated Emergency Operation Center (EOC) through our partnerships with other EOCs.
- Deliver projects and programs on-time and within budget.
- Conduct market analysis studies to ensure the District is maximizing ridership opportunities.
- Conduct ongoing customer satisfaction surveys to be responsive to customer needs and preferences.
- Explore and consider innovative financing techniques and enter into new partnerships that support ridership and revenue growth.
- When possible, annual increases in operating costs should not exceed Bay Area Consumer Price Index (CPI).
- Prioritize service improvements in areas where high density and mixed-use developments are provided.
- Continue to involve employees in the refinement of business practices and provide training opportunities that promote growth and development.
- Maintain an active media presence to promote service.

