Mountain Rides Transportation Authority Strategic Framework: Pentad of Focus 2020 - 2024

...it's the journey that matters

Organizational Integrity

- ★ Achieve/maintain highest standards of ethical performance and transparency
- ★ Recruit, assimilate, train, reward and retain high-quality, diverse workforce

Service Excellence

- ★ Expand service to broader demographic cross-section
- ★ Increase frequency of service
- ★ Optimize fare structure
- ★ Instill qualities of "ambassadorship" in operators/drivers
- ★ Develop/enhance first-mile/last-mile options: Multi-modal applications
- ★ Replace/upgrade fleet & infrastructure
- ★ Upgrade technology: ITS+
- ★ Provide a safe environment for our patrons and employees

Environmental Commitment

- ★ Convert to 100% battery electric fleet
- ★ Use sustainably generated electricity
- ★ Reduce carbon footprint/GHG emissions: Zero-emissions vehicles
- ★ Encourage/facilitate lowerenvironmental-impact mobility alternatives...walk, bike, bus, vanpool

mountain rides

Community Engagement

- ★ Inspire all people to be Mountain Rides' riders
- ★ Engender healthy, fruitful relationships with Joint Powers and other community partners
- ★ Boost/leverage Mountain Rides' brand
- * Earn/maintain "safe for kids" status (Safe Routes to School, etc.)
- ★ Enhance messaging, including www

Economic Sustainability

- ★ Diversify funding sources
- ★ Establish Regional Public Transportation District
- ★ Optimize Joint Powers' funding
- ★ Maintain the integrity of budgets and financial results/outcomes