

April 9, 1997

Introduced By: ROB MCKENNA  
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misgoa97.dah

Proposed No.: 97-242

MOTION NO. **10226**

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A MOTION approving the 1997-1998 mission, goals and objectives of the transit division of the department of transportation

WHEREAS, the transit financial policies call for the regional transit committee to review and approve the annual mission and goals statements prior to establishing financial and service policies and priorities, and

WHEREAS, the transit division of the department of transportation has proposed 1997-1998 mission and goals and objectives as called for in the transit division financial policies, and

WHEREAS, the regional transit committee has reviewed and recommended approval of the proposed mission statement and goals and objectives as shown in the attachment;

1 NOW, THEREFORE BE IT MOVED by the Council of King  
2 County:

3 The 1997-98 mission statement and goals and objectives  
4 (as attached) are approved for the transit division of the  
5 department of transportation:

6 PASSED by a vote of 8 to 0 this 16<sup>th</sup> day of  
7 June, 1997.

8 KING COUNTY COUNCIL  
9 KING COUNTY, WASHINGTON

10 *Ronnie Miller*  
11 **VICE** Chair

12 ATTEST:

13 *Jamit Masno*  
14 **Deputy** Clerk of the Council

15 Attachment: Transit Division 1997-1998 Mission and Goals

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# Transit Division 1997-1998 Mission and Goals

10226

## **Mission**

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Provide the best possible public transit services that improve the quality of life in King County.

## **Goal I: Provide quality products and services.**

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Plan, construct and operate reliable, safe and convenient transportation services that provide alternatives to driving alone.

### **Objective 1: Community and customer responsiveness**

Continuously improve the quality of our products and services to attract new customers and retain existing ones.

- Maintain the reliability of products, services and infrastructure.
- Enhance and measure the security of passengers and employees and their satisfaction with security.
- Increase regional mobility through implementation of the Six-Year Plan.
- Coordinate operating and capital programs to optimize services.

### **Objective 2: Ensure financial well-being**

Ensure financial integrity of public transportation programs.

- Effectively manage the use of technology to promote operational efficiencies and improve service effectiveness.
- Ensure adequate farebox revenues and pursue other revenue sources to support our mission.
- Actively participate in streamlining processes and procedures.
- Use public funds responsibly, efficiently and equitably among the three subregions.

### **Objective 3: Increase ridership**

Increase use of transit and rideshare services.

- Market new and revised services to assure targeted ridership increases.

## **Goal II: Be an active regional partner.**

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Work with others to develop and carry out integrated plans for transportation, land use and growth management.

## **Objective 4: Forge regional partnerships**

Strengthen public and private partnerships to provide enhanced services and use resources more efficiently.

- Expand Downtown Seattle Transit Tunnel operating hours without using Six-Year Plan service subsidy.

## **Objective 5: Implement integrated multimodal plans**

Incorporate a multimodal and regional perspective in implementing transportation plans.

- Partner in Six-Year Plan annual updates, regional and community transportation plans.
- Work with partners in region on RTA service implementation.

## **Objective 6: Improve environmental quality**

Improve environmental quality through actions supporting clean air, clean water, noise reduction, adopted land use plans and regional mobility.

## **Goal III: Provide an effective, high morale workforce that reflects the diversity of the community.**

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## **Objective 7: Improve our organization's culture**

Continue to improve our organization's culture to reflect our values, emphasizing customer orientation, collaboration, continuous improvement, innovation and diversity.

- Work collaboratively with each other, our unions and other stakeholders.
- Develop a diverse work force and encourage all people to achieve their full potential.
- Ensure that all employees are treated fairly, consistently and with respect.
- Communicate changing roles and procedures to employees in a timely manner.
- Strengthen working relationships within the department and government.
- Provide a safe work environment and promote safe work practices.
- Provide for timely, consistent and clear two way communication tailored to the individual communities and businesses the division serves.