



Part I - Strengthening the Core of Metrolink

GOALS & OBJECTIVES

Goal 1: Ensure a Safe Operating Environment	Goal 2: Achieve Fiscal Sustainability	Goal 3: Invest in People & Assets	Goal 4: Retain & Grow Ridership	Goal 5: Increase Regional Mobility	Goal 6: Improve Communication to Customers & Stakeholders	Goal 7: Improve Organizational Efficiency
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GUIDING PRINCIPLES

Focus	Focus	Focus	Focus	Focus	Focus	Focus
Customer Value	Customer Value		Customer Value	Customer Value	Customer Value	
			Connectivity	Connectivity		
	Transparency				Transparency	
				Collaboration	Collaboration	Collaboration

STRATEGIES

Maintain Sufficient Oversight of Operations	Increase Fare Revenues	Maintain State of Good Repair	Improve On-Time Performance	Improve Connectivity of Regional Transit Agency Services to Metrolink	Improve Customer Amenities	Clearly Define Roles and Responsibilities
Reduce Operating Rule Violations	Increase Non-Fare Revenues	Maintain Culture to Recruit and Maintain a Qualified and Diverse Workforce	Develop Comprehensive Marketing Plan and Update it Annually	Expand and Enhance Partnerships and Coordination with Station Cities	Enhance Passenger Information Systems	Improve Internal Communications
Reduce Train Accidents	Reduce Cost Per Revenue Vehicle Mile (VRM)		Retain Ridership		Reduce Customer Complaints	Improve External Communications
Reduce Employee Injuries	Reduce Operating Contractor Costs		Grow Ridership		Improve Ticket Vending Machine (TVM) Reliability	
Continue to Update the Metrolink System Safety Program Plan	Secure Multi-Year Funding Commitments from Member Agencies for Operations and Rehabilitation and an agreement on Capital Project priorities				Strengthen Role of Technical Advisory Committee in Reviewing Technical and Policy Issues	
	Secure Clean Opinions on Annual Audits				Improve Communication and Partnerships with Member Agencies	