



BART Strategic Plan Framework

Vision

BART supports a sustainable and prosperous Bay Area by connecting communities with seamless mobility.

Mission

Provide safe, reliable, clean, quality transit service for riders.

Goals

Leadership & Partnership in the Region

ECONOMY

Contribute to the region's global competitiveness and create economic opportunities.

EQUITY

Provide equitable delivery of transit service, policies, and programs.

ENVIRONMENT

Advance regional sustainability and public health outcomes.

Riders & Public

EXPERIENCE

Engage the public and provide a quality customer experience.

Infrastructure & Service

SYSTEM PERFORMANCE

Optimize & maintain system performance to provide reliable, safe, cost-effective, customer-focused service.

Organization

SAFETY

Evolve to a premier safety culture for our workers, riders, and the public.

WORKFORCE

Invest in our current and future employees' development, wellness, and diversity.

FINANCIAL STABILITY

Ensure BART's revenues and investments support a sustainable and resilient system.

Strategies (FY2016-FY2020)

ENGAGE
COMMUNITY

CONNECT
& CREATE
GREAT
PLACES

ADVANCE
SUSTAINABILITY

EXPAND CAPACITY,
MANAGE DEMAND

FIX, MAINTAIN,
& MODERNIZE

ALIGN WORKFORCE
WITH NEEDS

MODERNIZE
BUSINESS PRACTICES