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**

*Adopted October 22, 2015*