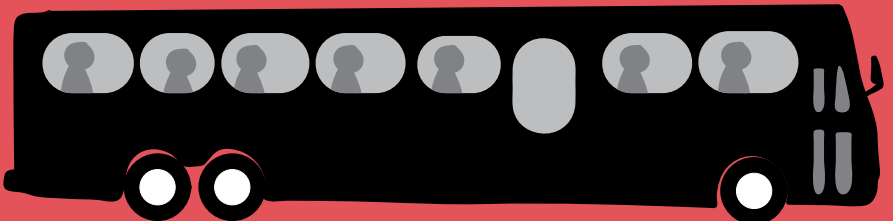


**rabbittransit**<sup>SM</sup>  
**2019-2021**  
**STRATEGIC PLAN**  
**SUMMARY**





I share with you rabbittransit's most recent Strategic Plan for the future of our regional transportation network. It is intended to achieve mobility outcomes that will help to **improve the quality of life** for all community members.

The mobility goals encompass a wide range of topic areas including safety, reliability, economic prosperity, diversity, sustainability, technology, public health, efficiency and innovation. This plan offers the framework to guide us as we craft annual management workplans to execute strategies of implementation.

**Transportation is the cornerstone of any thriving community**, and we are dedicated to advancing a new era of mobility.

-Richard Farr  
rabbittransit Executive Director



## MESSAGE FROM THE DIRECTOR

## VISION:

*rabbittransit is a champion for mobility,  
changing our world one ride at a time.*

## MISSION:

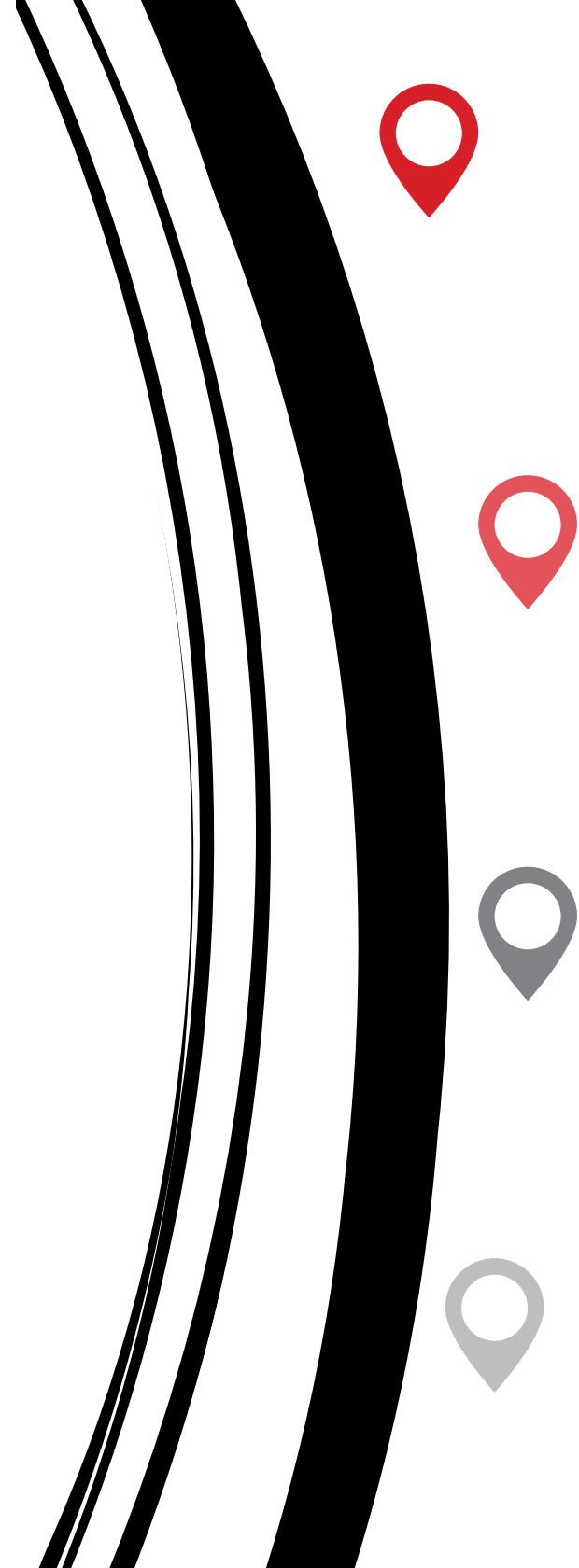
Mobility is an essential need in order to experience a high quality of life. rabbittransit dedicates itself to providing its constituents safe, reliable and customer-centered mobility services consistent with the stewardship of its resources.

## CORE VALUES:

**SAFETY • SERVICE • STEWARDSHIP**



# STRATEGIC GOALS



## **Goal 1: Human-Centered Mobility:**

Provide reliable, equitable mobility options that adapt to meet the needs of customers.

## **Goal 2: Diversity & Inclusion:**

Nurture mobility and employment goals that support a culture of inclusion.

## **Goal 3: Community Impact:**

Enhance communities by offering mobility and access to opportunities.

## **Goal 4: Innovative & Efficient Government:**

Create industry-leading value by pursuing a culture of accountability that supports sustainable business practices.



# HUMAN-CENTERED MOBILITY

Provide reliable, equitable mobility options that adapt to meet the needs of customers.

## STRATEGIES

### Advance Safety Focused Model

- Implement and achieve strong acceptance of SMS - Safety Management System.
- Minimize safety risks and provide safe service.
- Champion adoption of technological safety features for vehicles.

### Improve the Public Transportation Experience

- Modernize and improve customer communication infrastructure.
- Improve the speed and reliability of transit performance.
- Promote seamless transfers between transportation modes and systems.
- Increase the number of transit stops that have amenities.
- Ensure equitable distribution of services and resources.



### Create a Compassionate Customer Service Culture

- Focus system-wide training around courtesy and efforts to reduce compassion fatigue.
- Implement call center quality assurance program.
- Champion privacy and protect personal information.



### Explore New Mobility Platforms

- Evaluate emerging mobility solutions to meet community needs.
- Pilot alternative “mobility as a service” products and services.
- Leverage technology to advance mobility for consumers.





## **DIVERSITY & INCLUSION**

**Nurture mobility and employment goals that support a culture of inclusion.**

### **STRATEGIES**

- Recruit and retain a diverse workforce in pursuit of exceeding EEO goals.
- Advance training focused on minimizing unconscious bias and enhancing cultural competency.
- Target outreach efforts to underrepresented applicants.
- Ensure that technology and communication materials are ADA and Title VI compliant.
- Foster a sense of community and cross-functional camaraderie in the workforce.
- Optimize mobility services for those with limited options.



## **COMMUNITY IMPACT**

**Enhance communities by offering mobility and access to opportunities.**

### **STRATEGIES**

- Advocate for multi-modal communities within municipalities and cities.
- Assess community needs and determine alignment with available resources.
- Develop strategic partnerships to support expansion of mobility services.
- Support the region's economy by expanding employee access to jobs.
- Expand transportation connection to "safe places" and communicate emergency preparedness partnerships.
- Connect people to services and opportunities for health improvement.
- Update the transportation elements of municipal subdivision and land development ordinances.
- Supply infrastructure to provide safe, expanded, and seamless multimodal access to public transportation.





## **INNOVATIVE & EFFICIENT GOVERNMENT**

**Create industry-leading value by pursuing a culture of accountability that supports sustainable business practices.**

### **STRATEGIES**

- Operate in a fiscally responsible manner.
- Ensure strong support for transit and rabbittransit.
- Support interregional transportation options.
- Synchronize transportation infrastructure projects with other public capital investments.
- Communicate environmental performance and stewardship.
- Ensure long-term, viable funding models to plan, finance, and maintain the transportation network.
- Consider the life-cycle costs of ownership when planning and budgeting transportation infrastructure projects.
- Manage financial capacity to deliver regional expectations for service growth.



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