

STRATEGIC PLAN

I. MISSION STATEMENT

- The Mission of Big Blue Bus (BBB) is to provide safe, reliable and efficient transportation services that improve and enhance the quality of life for the citizens and visitors of the City of Santa Monica and BBB service area.

II. VISION ELEMENTS

- Provide excellent, reliable, sustainable, seamless service that is effective in getting residents and visitors where they want to travel.
- Secure reliable dedicated local funding.
- Develop and deploy integrated and attractive transportation services that will provide the City's residents and visitors convenient access to the Expo Light Rail Line Stations opening in 2016.
- Continue successful partnerships with stakeholders, Los Angeles Metropolitan Transportation Authority, municipal operators, other public agencies, businesses and schools.

STANDARDS OF EXCELLENCE

SERVICE QUALITY & EFFICIENCY

Deliver dependable, customer focused and efficient transit services. Look for opportunities to deploy innovative new services within the resources available.

REVENUE & RESOURCES

Live within our means, providing excellent service to our customers and communities within the financial resources available to us. The financial health of the organization will not be compromised and we will work to deliver good value for the investment of BBB.

SAFETY

We recognize the tremendous importance of safety in the operation of BBB service to our customers, the City and service area. Therefore the safety of our customers and employees will be an organizational priority and we will be proactive in promoting systems safety.

HUMAN RESOURCES

Our employees are the foundation of the organization. We will support our employees in achieving excellence through training and development, teamwork, and continuous efforts at effective communication while treating each with integrity and dignity.

FLEET & FACILITY

We will operate and maintain a modern and clean fleet and facilities that will be pleasing to our customers and a source of pride for our employees.

LEADERSHIP

We will strive to be one of the nation's leading transit operators. We will work to maintain collaborative relationships within the industry, our community, with our stakeholders and develop future leaders from within our organization.