



CEO INITIATIVES

MOBILITY

1. ADVANCE delivery of M2020 program
2. OPTIMIZE transportation systems
3. STRENGTHEN strategic partnerships

PUBLIC SERVICES

4. PRESERVE and enhance the public trust
5. CONNECT transportation networks that link people, places, and work
6. MODERNIZE access to transportation information

FISCAL SUSTAINABILITY

7. SAFEGUARD taxpayer transportation dollars
8. ENSURE a fiscally sustainable transit system
9. ADVOCATE for stable, long-term transportation funding solutions

STEWARDSHIP

10. DELIVER on the promises of Measure M
11. PROMOTE environmentally friendly initiatives
12. EXPAND active transportation strategies

ORGANIZATIONAL EXCELLENCE

13. DEMONSTRATE a safety conscious culture
14. ATTRACT and retain a diverse and engaged workforce
15. LEVERAGE technology to improve business operations