Vision, Mission and Strategic Priorities

Committee of the Whole
January 14, 2020

David Schulze
Chief of Staff
Strategic Alignment

Vision
Mission
Values
Strategic Priorities
Goals & Performance Measures
Department Work Plans
Employee Performance Plans
Vision Statement

• Long-term goal of strategy
• Answers the question, “How would the country be different if your mission were fully successful?”
• Most effective if the statement is short
Vision Statement

DART: Your preferred choice of transportation for now and in the future...
DRAFT Vision Statement

DART: Your preferred choice of transportation for now and in the future...

Providing visionary transportation options
Mission Statement

• The direction an organization should go to fulfil its vision and maximize the possibility of its future success.
• Unique and sustainable ways by which an organization creates value
• Answers the question, “Are we doing the right things?”
DRAFT Mission Statement

The mission of Dallas Area Rapid Transit is to build, establish and operate a safe, efficient and effective transportation system that, within the DART service area, provides mobility, improves the quality of life, and stimulates economic development through the implementation of the DART Service Plan as adopted by the voters on August 13, 1983, and as amended from time to time.
DRAFT Mission Statement

The mission of Dallas Area Rapid Transit is seeks to build, establish and operate and maintain a safe, efficient and effective transportation system that, within the DART service area, provides mobility, improves the quality of life, and stimulates economic development for our customers and the communities we serve. through the implementation of the DART Service Plan as adopted by the voters on August 13, 1983, and as amended from time to time.
DRAFT Mission Statement

Dallas Area Rapid Transit seeks to build, operate and maintain a safe, efficient and effective transportation system that provides mobility, improves the quality of life, and stimulates economic development for our customers and the communities we serve.
Strategic Priorities

• Broad and general statements, expressed as brief titles, and not quantified
• Lay out the direction the organization needs to go to accomplish the mission
• Guides the development of goals
FY 2016 – 2020
Board Strategic Priorities

1. Continually improve service and safety experiences and perceptions for customers and the public
2. Optimize and preserve the existing transit system
3. Optimize DART’s influence in regional transportation planning
4. Expand DART’s transportation system to serve cities inside and outside the current service area
5. Pursue excellence through employee engagement, development and well-being
6. Innovate to improve levels of service, business processes and funding
DRAFT FY 2021 – 2025
Board Strategic Priorities

1. Continually improve service and safety experiences and perceptions for customers and stakeholders the public
2. Optimize and preserve the existing transit system and other assets
3. Optimize DART’s influence in regional transportation planning
4. Expand DART’s transportation system to serve cities inside and outside the current service area
5. Pursue excellence through employee engagement, development and well-being
6. Innovate to improve levels of service, business processes and funding
5. Continue DART’s role as a preeminent leader in local, regional and national transportation issues
DRAFT FY 2021 – 2025
Board Strategic Priorities

1. Improve service and safety experiences and perceptions for customers and stakeholders
2. Optimize and preserve the transit system and other assets
3. Innovate to improve service, business processes and funding
4. Pursue excellence through employee engagement, development and well-being
5. Continue DART’s role as a preeminent leader in local, regional and national transportation issues
Timing and Sequence

• March to May – draft goals based on strategic priorities
• June to August – draft annual budget based on goals
• September – approve annual budget
• October – develop employee performance plans
• October to November – reconcile performance measures with budget if necessary
Thank You

“Are we looking into the future or into a corner?”