



# 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 and 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 (2016-2020)

ENGAGE COMMUNITY

CONNECT & CREATE GREAT PLACES

ADVANCE SUSTAINABILITY

EXPAND CAPACITY, MANAGE DEMAND

FIX, MAINTAIN, & MODERNIZE

ALIGN WORKFORCE WITH NEEDS

MODERNIZE BUSINESS PRACTICES