

Strategic Plan 2023-2027

Vision

Enthusiastically transforming the map of Central Puget Sound. Making our transit service as iconic to our region as the Space Needle, Mount Rainier and ferries

Mission

Connecting more people to more places to make life better and create equitable opportunities for all

Strategic Priorities

Great Ride

Deliver a safe, welcoming and equitable passenger experience

One ST

Transform culture to enable unity and focus



Values

Collaboration We share each other's successes and challenges, and invite involvement of all toward achievement of common goals. We are one agency; no single department defines our business

Passenger focus We always start with our passengers' needs and work back from there. They are the focus of everything we do

Inclusion & respect We foster a culture where everyone is treated fairly and where diverse perspectives are welcomed and every voice is heard

Safety We ensure the safest transit trip and work environment for every passenger, employee and contractor, each and every day

Integrity We build trust by keeping commitments and taking ownership—demonstrating honesty, accountability and transparency throughout

Quality As stewards of public resources, we do our best work every single day and take great pride in the efficient, sustainable and equitable delivery of our services and projects

STRATEGIC PRIORITY
Great Ride

Deliver a safe, welcoming and equitable passenger experience

AGENCY GOAL

Experience

Create a simple, seamless and intuitive passenger journey

MEASURES OF SUCCESS:

- Increase in foundational service measures of dependable, available, clean and informed
- Increase in overall passenger experience metric
- International certification of asset management system

AGENCY GOAL

Safety

Improve physical and psychological safety for every passenger in stations and on all buses and trains

MEASURES OF SUCCESS:

- International certification of safety management system
- Increase in enhanced foundational safety measure that centers equity and psychological safety of passengers
- Closeout of November 26, 2021 Link incident corrective actions by December 2024

AGENCY GOAL

New Service

Plan, construct, activate and operate new Link light rail extensions and Stride bus rapid transit effectively and efficiently

MEASURES OF SUCCESS:

- 100 percent use of activation readiness tools
- 100 percent application of station experience design guidelines and station standard manual on ST3 projects
- Improvement in enhanced operational metrics for all transit services

STRATEGIC PRIORITY

One ST

Transform culture to enable unity and focus

AGENCY GOAL

Culture

Become a more equitable, values-driven agency

MEASURES OF SUCCESS:

- Achievement of anti-racism strategy commitments
- Improvement in values employee engagement survey measures
- Improvement in contracted workforce engagement survey

AGENCY GOAL

Alignment

Improve prioritization, communication and collaboration starting with the executive leadership team

MEASURES OF SUCCESS:

- Improvement in executive leadership team self-assessment results
- Improvement in employee engagement survey results on coordination between departments and the executive leadership team
- 100 percent use of agencywide three-month, six-month and one-year lookaheads