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| Our Vision: A community with equal access to convenient and sustainable transportation that improves overall quality of life throughout the City of Alexandria | |
| Our Mission: We deliver a safe, trusted, customer-focused experience by providing exemplary bus service to the diverse Alexandria community. | |
| Goal 1: *System Excellence*  Provide a robust transportation system that meets our customers’ needs | **Outcome measure:**   * Percentage of population within ¼-mile radius of DASH bus stop with high frequency service (Target: increase to 80%, baseline 73%) |
| Goal 2: *Customer Experience*  Deliver a top-notch customer experience so that people choose to ride | **Outcome measure:**   * Customer Service Index (CSI) monthly (Target: 80 or above; baseline 95) |
| Goal 3: *Environmental Stewardship*  Minimize the community's carbon footprint on the environment | **Outcome measure:**   * Tons of CO2 emissions reduced (last 12 months) (Target: increase by ~23% to 16,000; baseline 13,000) |
| Goal 4: *Workplace Excellence*  Foster an environment that champions inclusion, work-life balance, innovation, and professional growth and satisfaction | **Outcome measure:**   * Retention rate (Target: TBD; baseline under study) |
| Goal 5: Fiscal Responsibility and Efficiency  Deliver high-quality, cost-efficient services that offer maximum value to the community | **Outcome measures:**   * Series from the Annual Budget, including   + $0 fares (Policy)   + Cost per rider (Target TBD)   + Cost per ton of pollution eliminated (Target TBD) * Federal formula funds allocated based on DASH performance metrics (Target: sustain or grow over time, baseline under study) |

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| Goal 1: System Excellence Provide a robust transportation system that meets our customers’ needs | |
| * Percentage of population within 1/4 mile radius of DASH bus stop with high frequency service (Target: increase to 80%, baseline 73%) | |
| Objectives → | Objective Measures |
| Place bus stops in the right places | * Percentage of population in walking distance (1/4 mile) of a DASH bus stop (Target: increase to 80%) |
| Run buses when people need them | * Percentage of total service that is high frequency (15 minutes or less) (Target: maintain 95%) * Percentage of service that is full-time service (7 days/week) (Target: increase to 85%, baseline 62%) |
| Take people where they want to go | * Ridership per capita (Target: increase to 31.0, baseline 28.4) |
| Connect and coordinate with other regional transportation providers and services | * TSP survey results for percentage of customer trips that involve other agencies (Target: 30%; baseline estimated at 35%) |

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| Goal 2: Customer Experience Deliver a top-notch customer experience so that people choose to ride | |
| * Customer Service Index (CSI) monthly (Target: 80 or above; baseline 95) | |
| Objectives → | Objective Measures |
| Provide a clean and reliable fleet | * Percent of fleet vehicles that are out of service (Target: TBD; 2023 average is 19.5%) * Average downtime duration (Target: TBD; 2023 average is 12.5 days) |
| Serve with friendly and helpful bus operators | * *Reflected in the outcome measure: CSI* |
| Transport our customers safely throughout our community | * Preventable events per 100,000 miles (Target: TBD; data sources identified) * Safety index (NEW, data and baseline TBD) |

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| Goal 3: Environmental Stewardship Minimize the community's carbon footprint on the environment | |
| * Tons of CO2 emissions reduced (last 12 months) (Target: increase by ~23% to 16,000; baseline 13,000) | |
| Objectives → | Objective Measures |
| Reduce single occupancy vehicle trips (SOV) within the Alexandria community | * # of SOV miles or trips replaced by transit (Target: increase by 20% to 3,154,000; baseline 3,800,000) |
| Minimize emissions of the DASH fleet | * Zero emission revenue fleet by 2037 (Target: 100%; will report progress) |
| Minimize the carbon footprint of DASH facilities | * LEED certification at Gold level (Target: retain current level) |

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| Goal 4: Workplace Excellence Foster an environment that champions inclusion, work-life balance, innovation, and  professional growth and satisfaction | |
| * Retention rate (Target: TBD; baseline under study) | |
| Objectives → | Objective Measures |
| Invest in and encourage employee growth and development in their careers | * Percent of open positions filled internally (Target: TBD, 2022 baseline 49%, 2023 baseline 58%) |
| Provide for networking and professional development opportunities in the budget | * Average dollars spent per person on training, network, and associated travel in budget (NEW. Target: TBD) |
| Understand and prioritize what makes employees choose to work at DASH | * *NEW: Will identify themes and measures from stay and exit interviews* |

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| Goal 5: Fiscal Responsibility and Efficiency Deliver high-quality, cost-efficient services that offer maximum value to the community | |
| * Series from the Annual Budget, including:   + $0 fares (Policy)   + Cost per rider (Target TBD)   + Cost per ton of pollution eliminated (Target TBD) * Federal formula funds allocated based on DASH performance metrics (Target: sustain or grow over time, baseline under study) | |
| Objectives → | Objective Measures |
| Fully fund the operational functions of the organization | * $/% funding for current services (Target TBD) * $/% funding available for expansion services (Target TBD) |
| Spend our funding efficiently | * Platform / revenue hour cost compared to other systems, such as WMATA (Target TBD) |