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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 experienceby providing exemplary bus serviceto 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)
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| 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)
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| 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)
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| Goal 5: Fiscal Responsibility and EfficiencyDeliver 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 ExcellenceProvide a robust transportation systemthat 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%)
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| 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%)
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| 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%)
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| Take people where they want to go | * Ridership per capita (Target: increase to 31.0, baseline 28.4)
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| 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 ExperienceDeliver a top-notch customer experienceso that people choose to ride |
| * Customer Service Index (CSI) monthly (Target: 80 or above; baseline 95)
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| 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*
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| 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 StewardshipMinimize the community's carbon footprinton the environment |
| * Tons of CO2 emissions reduced (last 12 months) (Target: increase by ~23% to 16,000; baseline 13,000)
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| 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)
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| Minimize emissions of the DASH fleet | * Zero emission revenue fleet by 2037 (Target: 100%; will report progress)
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| Minimize the carbon footprint of DASH facilities | * LEED certification at Gold level (Target: retain current level)
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| Goal 4: Workplace ExcellenceFoster an environment that champions inclusion,work-life balance, innovation, and professional growth and satisfaction |
| * Retention rate (Target: TBD; baseline under study)
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| 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)
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| 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 EfficiencyDeliver 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)
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| Objectives → | Objective Measures |
| Fully fund the operational functions of the organization | * $/% funding for current services (Target TBD)
* $/% funding available for expansion services (Target TBD)
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| Spend our funding efficiently | * Platform / revenue hour cost compared to other systems, such as WMATA (Target TBD)
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