

DRAFT

Mission Statement:

To meet the coordinated transportation needs of people residing, working or visiting the Heart of Texas region by providing reliable, safe, affordable and seamless services efficiently and making them easily accessible.

Goal #1: Effective Partnerships

We will leverage the total resources of our region, including existing services, providers, infrastructure, and funding opportunities to maximize public transportation access.

Goal #2: Breaking Barriers

We will work jointly to overcome constraints, break down barriers and secure resources in order to provide seamless intra- and inter-regional services.

Goal #3: Increase Efficiency

We will maximize the region's transportation benefit for funds invested through innovative, efficient and effective service and support system strategies.

Goal #4: Expand Awareness

We will promote service availability and communicate the benefits of public transportation investment throughout the region.

Example objectives for Goal #1:

- Maximize connectivity to existing fixed route service where available
- Maximize the use of the resources available from existing service providers
- Develop a regional vehicle maintenance program