

METROPOLITAN TRANSIT AUTHORITY

Mission Statement

The mission of the MTA is to provide public transportation to our community and its visitors so they can achieve greater mobility and experience a cleaner, healthier environment with less traffic congestion.

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Strategic Goals

- 1. Develop a plan and achieve dedicated funds for public transit which will allow us to meet the demands of our customers in the region.**
- 2. Implement master plan goals adopted August 27th, 2009.**
- 3. To provide increasing levels of accessible transportation services so that our community will utilize MTA's products at an increasing rate of 100,000 passengers over each of the next five years and allow the community to experience cleaner air, reduced congestion and reduced dependence upon fossil fuels.**
- 4. Rehabilitate Nestor Street Garage so that our customers can continue to have safe, reliable, and fully accessible vehicles, and enable our employees to operate more efficiently.**

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Service Improvement Line of Business

The purpose of the Service Improvement Line of Business is to provide transportation services and information products to our community, its leaders and visitors so that greater mobility will be achieved.

Board of Directors Information Program

The purpose of the Board of Directors Information Program is to provide information products to the MTA Board of Directors so they are better able to provide leadership because of the information they receive.

Result Measure

- Percent of Board members who responded they are better able to provide leadership because of the information provided to them

Output Measure

- Number of MTA Board and Committee information packets sent

Demand Measure

- Number of MTA Board and Committee information packets expected to be requested

Convenient Alternative Transportation Program

The purpose of the Convenient Alternative Transportation Program is to provide transit service products to everyone so they can reduce their dependence on automobiles.

Result Measure

- Percent increase in the number of people using public transit

Output Measure

- Number of passenger trips completed

Demand Measure

- Number of anticipated passenger trips

Service Improvement Program

The purpose of the Service Improvement Program is to provide Planning Recommendation and Grant Application products to Decision Makers so they can make informed decisions on allocation of MTA funds.

Result Measure

- Percent of recommendations from the master plan that are approved by the Board and implemented

Output Measure

- Number of Master Plan recommendations made

Demand Measure

- Number of Planning recommendations expected to be generated

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Customer Care Line of Business

The purpose of the Customer Care Line of Business is to provide transportation, equipment and amenity products to our passengers and potential passengers so they can have a consistently high quality transit experience.

Customer Care Program

The purpose of the Customer Care Program is to provide amenity products to transit users so they can board at a furnished stop.

Result Measure

- Percent of passengers who board at furnished stops

Output Measure

- Number of furnished stops provided

Demand Measure

- Number of furnished stops expected to be required

Vehicle Preparation and Readiness Program

The purpose of the Vehicle Preparation and Readiness Program is to provide maintenance, repair, training and information products to MTA so it can transport passengers in safe vehicles free from mechanical failure.

Result Measure

- % of passengers transported in safe vehicles free from mechanical failures

Output Measure

- # of Preventative Maintenance inspections completed

Demand Measure

- # of Preventative Maintenance inspections expected to be requested

Passenger Safety Program

The purpose of the Passenger Safety Program is to provide Safety products to our employees so that passengers can safely reach their destinations.

Result Measure

- % of MTA passengers that safely reach their destinations

Output Measure

- # of training/safety classes taught

Demand Measure

- # of expected training/safety classes

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Customer Care Line of Business

The purpose of the Customer Care Line of Business is to provide transportation, equipment and amenity products to our passengers and potential passengers so they can have a consistently high quality transit experience.

Getting Around in Nashville Program

The purpose of the Getting Around in Nashville Program is to provide Transit Information to MTA Customers and Potential Customers so they can ride the right bus at the right time.

Result Measures

- Percent of customers who use MTA information products successfully
- Percent of passengers calling Customer Service for information

Output Measures

- Number of publications provided
- Number of customer service responses

Demand Measures

- Number of publications demanded
- Number of customer service responses demanded

Logistics Program

The purpose of the Logistics Program is to provide Information, Training and Equipment products to MTA so buses can leave the garage on time.

Result Measure

- Percent of on-time pull-outs made

Output Measure

- Number of bus pull outs

Demand Measure

- Number of bus pull outs demanded

Access to All Program

The purpose of the Access to All Program is to provide Alternative Mobility products to the Mobility Challenged so they can get to where they need to be in less than 90 minutes.

Result Measure

- Percent of mobility challenged customers getting to where they need to be in less than 90 minutes

Output Measures

- Number of ACCESSRIDE trips completed
- Number of Travel Training sessions given

Demand Measures

- Number of ACCESSRIDE trips expected to be demanded
- Number of passengers eligible for travel training

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Asset Management Line of Business

The purpose of the Asset Management Line of Business is to provide financial and risk management products to MTA's decision-makers so that they can manage effectively.

Financial and Asset Management Program

The purpose of the Financial and Asset Management Program is to provide Financial and Analytical Reporting products to MTA Management so they can make informed decisions and stay within approved budget.

Result Measure

- Percent of Managers who stay within approved budget

Output Measure

- Number of monthly financial reports completed

Demand Measure

- Number of monthly financial reports expected to be required

Sales Program

The purpose of the Sales Program is to provide Revenue Generating products to MTA so it can increase non-fare revenue.

Result Measure

- Percent of total revenue coming from non-fare sources

Output Measure

- Number of advertising spaces sold

Demand Measure

- Number of advertising spaces requested

Business Protection Program

The purpose of the Business Protection Program is to provide Risk Management products to MTA so it can minimize financial liability exposure.

Result Measure

- Percent of dollars spent on liability expenditures

Output Measure

- Number of insurance procurements completed

Demand Measure

- Number of insurance procurements expected to be required

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Support Services Line of Business

The purpose of the Support Services Line of Business is to provide human resources and information technology products to MTA so that it can achieve results through a qualified and appropriately equipped workforce.

Employment Services Program

The purpose of the Employment Services Program is to provide recruitment, benefit and development products to MTA so it can recruit and retain a qualified workforce to meet its business objectives.

Result Measure

- Percent of qualified workforce retained to meet business objectives

Output Measure

- Number of new hire placements completed

Demand Measures

- Number of new hire placements expected to be requested
- Number of medical plans expected to be requested

Human Resources Program

The purpose of the Human Resources Program is to provide compliance products to MTA staff so they can maintain a workplace compliant with applicable laws and agreements.

Result Measure

- Percent increase in favorable rulings

Output Measures

- Number of first step grievance resolution letters sent
- Number of reports delivered

Demand Measures

- Number of first step grievances expected to be demanded
- Number of reports expected to be required

Support Services Line of Business

The purpose of the Support Services Line of Business is to provide human resources and information technology products to MTA so that it can achieve results through a qualified and appropriately equipped workforce.

Internal Support Program

The purpose of the Internal Support Program is to provide Communications, Information Technology and support products to MTA's Administrative employees so they can have all the appropriate equipment necessary to perform their job duties.

Result Measure

- Percent of Administrative employees who have the right equipment to do their jobs

Output Measures

- Number of computer and software installations completed
- Number of telephone installations completed

Demand Measures

- Number of computer and software installations expected
- Number of telephone installations expected