

San Mateo County  
**TRANSIT DISTRICT**



**STRATEGIC  
PLAN**

---

## **SMCTD Strategic Plan**

SamTrans Board of Directors  
November 6, 2024

San Mateo County  
**TRANSIT DISTRICT**

*MOVING SAN MATEO COUNTY:*  
**San Mateo County  
Transit District's  
10-Year Strategic Plan**  
2026 - 2035



**September 2024**

# Seeking Adoption of SMCTD's 10-Year Strategic Plan



- Guides **policy**, investment and **service** decisions from Fiscal Years 2026 to 2035
- Provides **direction** organizationally and programmatically
- Addresses District's **unique role** as managing agency for SamTrans, Caltrain, TA, and Express Lanes JPA





# Vision and Mission



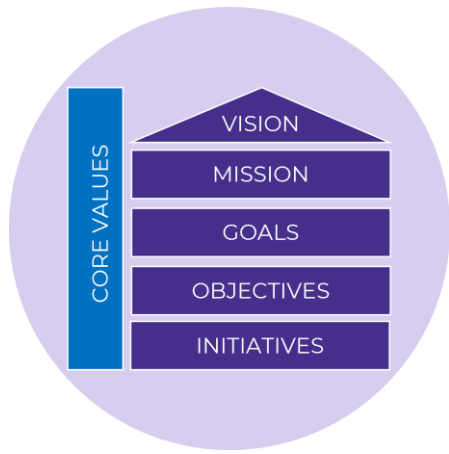
## Vision

The District provides an exceptional mobility experience for the people and communities in San Mateo County.



## Mission

Working together to revolutionize mobility and create a more equitable and sustainable region.



# Core Values

## Equity

Delivering equitable access to opportunities for our communities and our employees to live and thrive

## Excellence

Delivering high-quality service for our customers, investing in our employees, and securing our financial future

## Innovation

Demonstrating eagerness and support to try new things, take calculated risks, and adapt to changing conditions

## Partnership

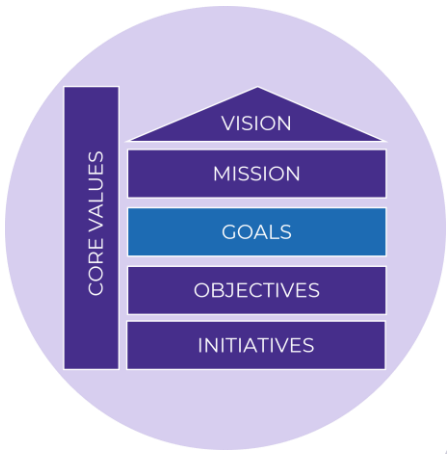
Building trust, exercising empathy, working as a team, and collaborating with external partners

## Safety

Cultivating a culture of safety and well-being of our people and customers

## Sustainability

Creating a sustainable & resilient environmental future for the agency and people in the region



# Goals

1

## Deliver Better Mobility Services

Expand and invest in sustainable transportation options to better meet mobility needs, reduce emissions, and improve equity.

3

## Become an Employer of Choice

Create an employee experience that is meaningful, inclusive, attracts talent, and is built on trust.

5

## Ensure Effective Management

Provide sufficient flexibility, resources, and staffing to support the effective delivery of all transportation services for agencies under the district umbrella.

2

## Provide Outstanding Customer Experience

Deliver a superior transit experience that captivates riders, fosters loyalty, and nurtures trust.

4

## Lead Responsibly

Build a fiscally responsible, accountable, and highly effective organization.

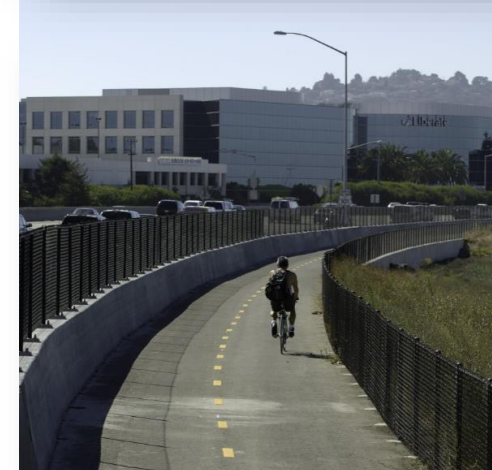
6

## Exercise Collective Efforts

Collaborate across the region to improve transit and land use in service of greater mobility.

# Next Steps

- **Launch Strategic Plan implementation**
  - Assign initiatives to departments, develop metrics and baselines
- **Build momentum and integrate Strategic Plan into District procedures**
  - Build excitement & understanding with employees
  - Align with existing processes
- **Monitor Strategic Plan progress and adapt**
  - Reflect and report on progress annually
- **Finalize and adopt CIP and Measure W Plans**
  - Align with FY 26-27 budget process
  - Draft CIP in early 2025, adoption to follow



San Mateo County  
**TRANSIT DISTRICT**



**STRATEGIC  
PLAN**

---

**Thank you!  
Questions?**

SchultzC@samtrans.com

San Mateo County  
**TRANSIT DISTRICT**

*MOVING SAN MATEO COUNTY:*  
**San Mateo County  
Transit District's  
10-Year Strategic Plan**  
2026 - 2035



**September 2024**