

Metro

Mission and Vision

Approved February 11, 2019

METRO'S MISSION

To improve quality of life in the community by providing public transportation services that are dependable, convenient, safe, efficient, cost effective, and accessible for all.

METRO'S VISION

Metro will become the preferred transportation choice for all.

METRO'S VISION STRATEGY

Metro will achieve this vision by:

- Providing safe, affordable, accessible, dependable, on-time service
- Engaging the community in shaping, using and supporting the system
- Building partnerships with business, education and non-profit organizations
- Contributing to economic development in Kalamazoo County
- Continually enhancing the ride experience using communication, technology and other appropriate resources
- Expanding and enhancing services to better meet community needs
- Developing and maintaining high quality system infrastructure
- Ensuring adequate resources to ensure system effectiveness and sustainability
- Adapting to meet the changing needs of the community