

APPENDIX H

Core Values

- 1) **Integrity** – We act with integrity, doing what is legally and ethically correct. We recommend the right course of action even if it is unpopular.
- 2) **Professionalism** – We are committed to excellence. We are responsive and accountable.
- 3) **Teamwork** – Collaboration, communication and cooperation are essential to our success. We consider all stakeholders to be an integral part of serving the public.
- 4) **Trust and Respect** – We are free to express opinions, we listen to understand and we encourage responsible decision-making at all levels.
- 5) **Innovation** – We foster innovation as a means to achieve quality and cost effectiveness. We value employees who demonstrate initiative and creativity.
- 6) **Workplace of Choice** – We have a sense of purpose, take pride in accomplishments, demonstrate compassion for each other and celebrate our successes.

Goals

- 1) **Fiscal Management** – Ensure and promote the long-term financial health of the City of Folsom.
- 2) **Organizational Efficiency** – Create a strong corporate culture emphasizing customer service, professionalism, cost efficiency and accountability.
- 3) **Land Use and Planning** – Plan future development to meet the needs of residents and businesses in terms of jobs-housing balance, environmental considerations, equal housing opportunities, and quality of life.
- 4) **Transportation and Traffic** – Provide transportation services that will meet mobility needs, maintain existing transportation infrastructure, and provide mitigation programs to reduce traffic impacts on neighborhoods.
- 5) **Infrastructure** – Provide and maintain sewer and water infrastructure to meet the City’s existing and future capacity needs.
- 6) **Public Safety/Emergency Service** – Provide appropriate levels of public safety services to protect our citizens and ensure a high level of response to any emergency.
- 7) **Recreation and Culture** – Provide recreational and cultural services that meet the needs of our community.
- 8) **Economic Development** – Enhance the City’s economic and redevelopment programs to provide a stable, dependable, and diversified economic base.

TABLE A-12

City of Folsom Strategic Plan Goal 4: Transportation and Traffic	
Strategy/Action	Time Frame
	Short (less than 2 years) Medium (2-5 years) Long (more than 5 years)
Transportation	
4.17 Update the City Circulation Element	Short
4.18 Implement a Trip Reduction Program	Short
4.19 Review and improve public transit operations	Short
4.20 Develop and implement alternative modes	Short
4.21 Develop and implement an Intelligent Transportation Systems (ITS) program	Short-Medium
Light Rail	
4.26 Create fare and other ridership incentives for use of the light rail system	Medium
4.27 Support future light rail extension to El Dorado County	Short-Medium
Transportation Finance	
4.30 Support renewal of Measure A	Short
4.31 Establish a regional role for Folsom, including a seat on the Sacramento Transportation Authority Board	Short
4.32 Continue cultivation of Regional, State and Federal relationships	Short
Parking Facilities and Policies	
4.33 Build a surface lot in the Historic District	Short
4.34 Build a parking structure separate from the Railroad Block	Short
4.35 Develop policies to ensure appropriate on-site parking for new development	Short-Medium
<i>Source: City of Folsom Strategic Plan Update, February 22, 2003</i>	

TABLE A-13

Folsom Stage Line Goals, Objectives, Performance Measures, Standards and Monitoring Methods			
Goals and Objectives	Performance Measures	Standards	Monitoring
1. Provide a transit system that is effective in meeting the needs of the community.			
a. Provide convenient transit service.	% of major activity centers within 1/8 mile of routes	100%	Annually as part of SRTP update
b. Provide reliable transit service.	% scheduled departures 0-5 minutes late % DAR pick-ups within 15 minutes of quoted time Missed trips Miles between roadcalls	90% 90% Zero 10,000	Quarterly field monitoring by Lead Worker Monthly operating reports
b. Provide safe transit service.	Miles between preventable accidents	100,000	Monthly operating reports
c. Provide attractive services which respond to market demands for transportation.	Annual ridership growth	Equal to population growth	Annually as part of SRTP update
d. Provide coordinated transit services.	% timed transfers with LRT during peak periods	80% of connections within 10 minutes	Annually as part of SRTP update
e. Provide accurate and timely marketing information	Marketing materials accurate and widely distributed	Yes	Annually as part of SRTP update
2. Operate and manage the transit system efficiently.			
a. Minimize operating costs per unit of service provided.	Annual increase in cost per vehicle revenue hour	Annual increase < 90% of CPI	Annually as part of SRTP update
b. Maximize vehicle life through preventive maintenance.	% of preventive maintenance inspections completed within 500 miles of target	100%	Monthly operating reports
c. Maximize service productivity.	Passengers per vehicle revenue hour	Fixed route - 12 psgrs/hr within 2 years Dial-a-ride - 6 psgrs/hr	Monthly operating reports
d. Maximize cost recovery through farebox receipts.	% cost recovery through farebox receipts	20% systemwide 10% Dial-a-ride	Monthly operating reports
3. Provide accessible transit service.			
a. All vehicles equipped with working lifts.	% vehicles equipped with working lifts	100%	Annually as part of SRTP update
b. Concentrations of elders and persons with disabilities served by transit.	% of known concentrations of seniors and persons with disabilities served by transit	100%	Annually as part of SRTP update
c. Provide adequate capacity to meet demand.	Peak loading conditions not to exceed 150% of capacity	At all times on all services	Monthly operating reports
d. Work with community to identify areas where new services are required.	Meetings with community groups, employers in response to comments from public	Respond within 30 days to all service requests and resolve in six months.	Annually as part of SRTP update
<i>Source: Table 4-1, Folsom Short-Range Transit Plan Final Report, August 1999</i>			

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