Our Mission, Vision & Goals

**Vision:**
To do our part in making our community the best place to live in the country.

**Mission:**
To provide valued transit service that is safe, dependable and easy to use.

**Values:**
Do the right thing, by being responsive, inclusive and accountable.
From traditional transit to Mobility Manager
• Mobility management encourages innovation and flexibility to reach the "right fit" solution for customers

• plans for sustainability

• strives for easy information and referral to assist customers in learning about and using services

• continually incorporates customer feedback as services are evaluated and adjusted
• Reduce cost per trip for paratransit service

• Provide flexible options for customers (same day trips, on-demand trips)

• Enhanced customer experience
• Current efforts internally at TriMet with TNCs and other New Mobility providers

• Portland’s Private For-Hire Task Force (PBOT, Providers and Transit)

• TriMet’s Committee on Accessible Transportation

• Regional Public and Human Service partner Providers – No Wrong Door approach
Breaking Down Barriers to Equitable Access
• **Accessibility** – Inclusion, education and engagement not just outreach

• **Equity** – Unbanked, No Smartphone, Rural/Urban Mix, accessible (dignified) vehicles
• Data Sharing

• Liability

• Regulations/Enforcement

• Affordability for Customers, not just Efficiencies for Agency
Informed by an inclusive focus group, develop a Pilot project that aims to:

• + Increased ridership
• - Reduced Cost per trip
• + Customer satisfaction rating
• + Increased partnerships
Process and Evaluation

- Problem Statement
- Design Solution
- Build It
- Test It
- Redesign
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