

**The Statement
Of
Mission
and
Statement of Core Values
of
Ben Franklin Transit**

**THE MISSION OF BEN FRANKLIN TRANSIT IS TO PROVIDE
EXCEPTIONAL AND COST-EFFECTIVE TRANSPORTATION
SERVICES THAT CONSISTENTLY EXCEED CUSTOMER
EXPECTATIONS WHILE PROMOTING THE PRINCIPLES AND
PRACTICES OF LIVABLE COMMUNITIES AND SUSTAINABLE
DEVELOPMENT.**

BEN FRANKLIN TRANSIT CORE VALUES

Core Value	Definition	Sample Indicators
Customer Satisfaction	The result of an ability to constantly and consistently exceed the expectations of external and internal customers.	<ol style="list-style-type: none"> 1) The organization is worthy of dinner table conversation. 2) The organization welcomes complaints as a diagnostic tool and acts on correction. 3) The organization incorporates a monitoring system that measures internal and external customer satisfaction. 4) The Ridership/Usage goes up. 5) Senior Management models the principles of customer satisfaction, behavior and attitude. 6) The impact on customers is a major consideration in all decision making. 7) Employee hiring, recognition & promotion is primary based upon customer satisfaction performance. 8) The organization's leadership & employees look for and find ways to add value to the service provided to the community. 9) The community sees value in the services provided by the organization. 10) The community supports the mission of the organization.

Core Value	Definition	Sample Indicators
Collaboration	The process of bringing together knowledge, experience, ideas and skills to achieve a common goal.	<ol style="list-style-type: none"> 1) Interaction among staff members is positive and supportive. 2) Projects, problems, proposals, opinion/ideas are routinely worked on as a group effort. 3) Leaders, team members and department staff show teamwork among themselves. 4) Positive supportive reinforcement is given to others. 5) Communications are open and honest and employees feel free to discuss problems and issues in a non-defensive or non-accusatory manner. 6) Board and staff interaction is positive and supportive. 7) The organization enjoys good working relationships with other local, state, and federal jurisdictions as well as with quasi-public organizations.

Core Value	Definition	Sample Indicators
Diversity	The appreciation and respect for different characteristics of individuals and groups that make them unique and able to offer different perspectives, skills and talents.	<ol style="list-style-type: none"> 1) Recognize the differences in others for the betterment of the organization. 2) Diversity of opinion is welcomed and encouraged by the organization. 3) The organization and its people seek opinion from all segments of staff, customer base, and community. 4) The organization takes proactive measures to recruit, hire & promote a diverse workforce.

Core Value	Definition	Sample Indicators
Fiscal Accountability	The commitment and practice of being exemplary stewards of public resources	<ol style="list-style-type: none"> 1) Actively seek ways to economize which does not diminish the effectiveness and efficiency of the organization. 2) Provide services and reduce costs by establishing partnerships with other organizations. 3) Employees are recognized and rewarded for implemented cost savings ideas within the organization. 4) The organization's leadership and all employees are cost conscious and value oriented. 5) The organization's leadership and employees are held accountable for the cost effective use of public resources. 6) Fiscal decisions of the organization are made with the goal of future sustainability. 7) The organization will provide basic (core) services first. Expanded or additional services are only provided when the organization is fiscally able to do so. 8) The organization is fiscally sustainable and accountable.

Core Value	Definition	Sample Indicators
Innovation	The use of progressive and creative approaches to problem solving and goal accomplishment	<ol style="list-style-type: none"> 1)The organization prides itself in its ability to change quickly to meet a changing business environment. 2)Achievement comes through idea leadership. 3)The organization is constantly looking to improve practices, policies, and products. 4)The organization is flexible and willing to change for the sake of improvement. 5)Staff members are encouraged to risk trying something new. 6)The organization is constantly on the lookout for a “better way” and encourages modeling the best ideas, processes and practices. 7)The organization shows respect for new ideas. 8)The organization encourages the use of benchmarking to improve quality. 9)The organization encourages and supports the training and education of its people.

Core Value	Definition	Sample Indicators
Sustainability	The ability to successfully serve the future needs of the people who live, work and play within the community with available resources.	<ol style="list-style-type: none"> 1.The organization encourages and supports livable communities. 2.The organization encourages and supports smart growth. 3.The organization encourages and supports alternative transportation modes to the single occupant vehicle (SOV). 4.The organization encourages and supports the environment quality. 5.The organization encourages and supports community wide transportation accessibility. 6.The organization encourages and supports shared rides.