



Mission, Vision, Goals, & Objectives Update - Adopted June 2023

**Mission Statement**

WTA delivers customized programs and services in partnership with employers and public agencies to increase transportation options usage in Washington County and the Portland metro region.

**Vision Statement**

Stronger businesses and healthier communities resulting from an engaged alliance of partners and more people using transportation options.

**Goals and Objectives**

Goal 1. Increase the number of employers and other organizations engaged as partners in promoting transportation options.

Objective 1.1. Businesses and partners are more active with transportation options programs.

Objective 1.2. Expand memberships and network of partners.

Goal 2. Deliver responsive and high-quality transportation options services, primarily focused on commute trips, to meet the needs of employees.

Objective 2.1. More individuals are making transportation options trips.

Objective 2.2. More individuals report being better prepared to use transportation options.

Goal 3. Prioritize equity in programs and services.

Objective 3.1. Better understand transportation options needs of people from BIPOC communities and people that work in underserved job types, including shift, service, hourly wage, and part-time.

Objective 3.2. Address transportation options needs of people from BIPOC communities and underserved job types.