



To: Board of Directors
 From: Michael G. Ford, Chief Executive Officer
 Date: **July 11, 2014**
 Re: **Updating the Mission Statement**

The board discussed TheRide's Mission Statement at the June 2014 board retreat. The Mission Statement was last updated and adopted on February 18, 2009. As a result of discussion at the June 2014 board retreat, staff propose the following updates to TheRide's Mission Statement. A resolution has been prepared for board consideration.

MISSION STATEMENT

It is the Mission of the Ann Arbor **Area**¹ Transportation Authority to provide accessible², useful³, reliable, safe, environmentally responsible, and cost-effective public transportation options for the benefit³ of the Greater¹ Ann Arbor **Area**¹ Community.

¹ *Area*, replacing *Greater*, is included to reflect the new name and geography of the authority and its membership,

² *Accessible*, requested particularly by Board Member, Jack Bernard, is a core concept that TheRide has been dedicated to from its earliest days and seems to be a very appropriate addition to the Mission Statement. *Accessible* contains at least two senses that provide richness and nuance to the Mission Statement. First, TheRide is dedicated to providing transportation options for all users, regardless of ability. Often times this means that the Authority, in the interest of achieving its mission, provides services above and beyond what is mandated by the Americans with Disability Act, Title VI, or other federal requirement. Second, TheRide strives to provide transportation options and information that users can reach (physically and temporally) and comprehend.

³ *Useful and Benefit*. At the retreat, board members discussed *useful*, and explored using a more positive or goal-like word like *valuable* instead. Staff discussed this at length and concluded that for the purpose of the mission statement, the addition of the word *accessible* would replace some of the elements of *useful* and that *benefit*, contained later in the Mission Statement, captures the sense of both *useful*, *valuable* and much more. This proposed change will assist and provide clarity to the upcoming Performance Star metrics, planned for TheRide's website: staff have found that *useful* has been somewhat nebulous and therefore have used metrics more clearly associated with *accessible*, and/or had already included those metrics within the *benefit* category. For clarity and ease of use by the public, staff are invested in keeping the Performance Star rich with data, but simple, precise and non-repetitive.