



2023 Goal-Setting Statement

Department Name: Transit

Department Head/Staff Name(s): Trevor Jung

Goal Statement #1

Continue electrification efforts by expanding RYDE Racine's battery-powered fleet and installing solar fields with the purpose of generating clean energy for charging.

In the interest of sustainability, service, and savings, RYDE Racine staff will pursue federal and state dollars to upgrade facilities and replace fleet vehicles in line with the Transit Department's 2022 Zero-Emission Transition Plan submitted to the Federal Transit Administration.

Goal Statement #2

Create and enhance public, nonprofit, and private sector partnerships to increase transit system ridership.

In the interest of increased fixed-route and paratransit ridership, RYDE Racine staff will engage with municipal neighbors, educational institutions, regional employers and nonprofit stakeholders to raise awareness of public transportation and enter into partnership agreements resulting in increased revenues and access to transit.

Goal Statement #3

Implement and market smart transit technologies to improve customer service, inform department decision-making, and cultivate multimodal integration.

In the interest of creating a more effective and efficient transit system, RYDE Racine staff will explore and implement smart transit technologies related to fare payment, web and mobile application incorporation, and data collection tools for transit planning.