

2022

2027



TRANSFORMATIVE MOBILITY







RTC is a unique multijurisdictional public planning agency that is committed to meaningfully enhancing regional quality of life. RTC's agency-wide focus is on developing innovative 21st-century solutions to complex challenges. For nearly 60 years, RTC has been at the forefront of redefining mobility in Southern Nevada. RTC's Strategic Plan is our five-year roadmap for developing and deploying solutions that drive regional innovation, growth, and prosperity.

Our Mission is to elevate quality of life throughout our community, guided by our Vision for transformative mobility solutions. We acknowledge that the region's challenges are complex and intersectional, with disproportionately negative implications for underserved and vulnerable groups. The continued emergence of disruptive technologies, worsening environmental conditions resulting from climate change, chronic budgetary and fiscal challenges, and others, are among the challenges to which we must respond. We are passionate about meeting and overcoming these challenges through values-driven strategies that reflect our commitment to Sustainability, Stewardship, Service, Safety, and Synergy.

RTC serves as the region's Metropolitan Planning Organization (MPO), transit operator and traffic manager. Our role is integral to Southern Nevada's growth, success, and prosperity – now and into the future. We are inspired by a fundamental directive to plan, oversee, and manage a mobility network that promotes economic vitality, enhances public safety, protects the environment, encourages energy conservation, and elevates overall quality of life. Our Strategic Plan identifies the priorities and benchmarks that will help us measure our success in pursuing these outcomes and realizing a transformative Vision for Southern Nevada.



## VISION



Advancing regionally transformative mobility solutions through equitable, innovative and sustainable infrastructure development.

## MISSION



Elevate quality of life for residents and visitors through sustainable planning, collaborative problem-solving, and safe and equitable transportation service.

## CORE VALUES



Sustainability  
Stewardship  
Safety  
Service  
Synergy

# OUR VISION FOR TRANSFORMATIVE SOLUTIONS

## TRANSIT SERVICE

Transit service is essential to quality of life, particularly for Southern Nevada's vulnerable and underserved communities. We provide service on 40 routes with 400+ fixed-route vehicles, carrying more than 56 million riders in FY2020. We continue to expand our service network and offerings, and are committed to implementing High-Capacity Transit (HCT) solutions over the coming years to provide better, more frequent service for passengers in high volume areas.

## REGIONAL PLANNING

As the regional Metropolitan Planning Organization (MPO), we advance a vision for the future in which residents can access quality education, affordable housing choices, good-paying jobs, and transportation options. In this role, RTC supports local and regional governmental partners and collaborates with multiple and diverse stakeholders to implement plans that support a broad range of positive outcomes, while advancing RTC's Mission to promote enhanced quality of life for those we serve.

## PUBLIC SAFETY & TRAFFIC MANAGEMENT SYSTEMS

RTC plays an important role in public safety by monitoring and controlling traffic in Southern Nevada, promoting safer and more efficient transportation for all users. Traffic control is achieved through systems such as FAST, and the use of traffic signals, ramp meters, dynamic message signs, and lane use control signals. RTC manages more than 1,600 traffic signals and hundreds of arterial and freeway cameras through the RTC Traffic Management Center (TMC), a collaborative effort between RTC, NDOT and law enforcement. RTC also collaborates with NDOT to manage the Project Neon Active Traffic Management (ATM) system along I-15 and US 95.



## AIR QUALITY & ENVIRONMENTAL JUSTICE

Developing and investing in environmentally sustainable solutions that combat climate change is essential to enhancing quality of life. RTC works to reduce air pollution and transportation-related GHG emissions, maintain and enhance air quality, and minimize traffic congestion and single-occupant vehicle use. We collaborate with our regional partners to ensure planning is environmentally responsible and compliant with the Clean Air Act.

## INNOVATIVE TECHNOLOGY DEVELOPMENT & DEPLOYMENT

Developing and deploying innovative technology applications is a key element of implementing transformative solutions for public mobility and elevating quality of life. The **Real-time Detour Notification System** on RTC's transit system facilitates direct communication with riders via text, email and social media, and RTC's **Cash to Mobile Solution**, is a contactless payment option that allows riders to purchase passes with cash using mobile phones through the RTC smartphone app, ride RTC. The **RTC On-Demand** app connects riders to medical facilities, grocery stores and other destinations and amenities. The **Road to Zero** program uses artificial intelligence technology, enhanced law enforcement presence and public messaging strategies to reduce crashes and save taxpayer dollars.







## OUR VALUES-DRIVEN STRATEGIC GOALS & PRIORITIES

### 1 SUSTAINABILITY: Design, develop and deploy innovative, climate-responsible public transportation solutions that advance an efficient mobility system, promote economic growth and protect the environment.

- Invest in and leverage new and emerging technologies that improve **environmentally friendly mobility options**, **reduce roadway congestion**, **promote air quality**, and **help reduce GHG emissions**.
- Continue the transition to a **zero-emissions fleet**.
- Invest in and develop **renewable energy-based public transportation, transit, and electric vehicle infrastructure projects**.
- Design, fund and deploy regional **high-capacity transit solutions**.
- Develop **integrated policies and programs** that **incentivize alternatives to reliance on single-occupant commuting**.
- Encourage **sustainability-oriented decision-making** that guides internal operations and external modal choices.

### 2 STEWARDSHIP: Manage the publicly entrusted assets and resources under our care through transparent processes that develop solutions to promote long-term fiscal and financial resilience.

- Pursue joint development opportunities promoting **mixed-use developments near transit**, improving the transit system by generating sustainable revenue.
- **Expand RTC's capacity to compete for and secure federal grant funding**.
- Promote a **more affordable and efficient transit system** through different fares, payment options and technology integrations.
- Continue to **integrate resource conservation and environmental protection in land and transportation planning** and infrastructure development initiatives.
- Implement **long-term funding solutions** to maintain RTC's fiscal resilience.

### 3 SAFETY: Enhance and improve the safety and security of regional public transit and transportation systems for all pedestrians, cyclists, and motorists.

- Implement programs to **improve safety for all travel modes, reduce traffic fatalities and promote safe cycling and walking.**
- Promote regulatory solutions that **disincentivize dangerous behavior** such as transit-involved criminal activity and unsafe behavior on public roadways.
- Expand transit and public transportation **infrastructure safety improvements.**
- Promote **de-escalation and other training programs** that emphasize best practices that **promote transit safety.**
- Leverage **technology and intelligent systems solutions** to alleviate congestion, alert motorists to dangerous conditions, and reduce crashes.

### 4 SERVICE: Expand excellent mobility services that ensure equity, accessibility, affordability, and convenience, particularly for vulnerable and underserved communities.

- Provide more **frequent transit services for longer hours** and invest in projects that will **shorten commutes and make transit connections easier** for riders.
- Invest in and **expand equitable transit solutions to underserved areas and improve affordability and accessibility** for vulnerable populations such as seniors, veterans, and those with disabilities.
- **Ensure that more people are within a half-mile of public transit services** by expanding microtransit and similar services.
- Expand the **regional Frequent Transit Network and develop neighborhood and regional mobility hubs.**
- Expand **transit service options that promote 21st-century workforce development.**

### 5 SYNERGY: Collaborate with community partners to promote connectivity and build consensus among diverse regional stakeholders across all sectors.

- **Improve interagency communication and collaboration among RTC member jurisdictions** concerning public transportation solutions and mobility initiatives.
- Explore opportunities to **strengthen relationships with partner agencies and stakeholders.**
- Deploy **new transit service models, including demand-responsive services and partnerships with private sector transportation companies.**
- Refine internal policies and procedures that **help promote diversity initiatives.**

