

MISSION • VISION • VALUES

"Trying to run an organization without a vision is just as difficult as trying to piece together a 1000-piece jigsaw puzzle without looking at the box cover. Both are nearly impossible."

Edwin T. Cornelius, Ph D.

Our MISSION

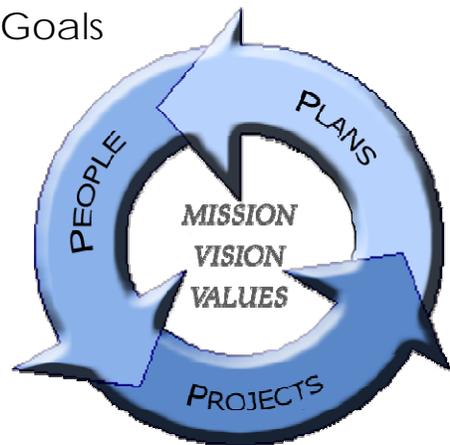
The Traffic & Transportation Division exists to facilitate safe and efficient mobility on the City's streets. This is encapsulated by our mission statement:

We Serve to Keep Houston Moving!

Our VISION

Integrating people, plans, and projects to deliver premier transportation management services to the City of Houston by:

- ❖ Reducing Traffic Congestion on City Streets
- ❖ Improving Traffic Safety Measures Throughout the City
- ❖ Linking System Improvements to Regional Goals
- ❖ Developing New, Sustainable Resources
- ❖ Increasing Organizational Readiness



Our VALUES

- T**eamwork [collaborative decision making]
- R**eliability [well designed, operated, and maintained system]
- A**ccountability [value returned on public investment]
- F**irst in Safety [for our employees and our customers]
- F**irst in Service [quality, courtesy, and effectiveness]
- I**nnovation [fresh approach to standing challenges]
- C**ommitment to Excellence [continuous organizational improvement]