

# Bus Éireann Strategy

## Bus Éireann Vision

- To provide safe, innovative and customer centred transport management solutions to world class standards.

## Bus Éireann Mission

- Craft Bus Éireann's future in a profitable, sustainable and safe manner.
- Achieve this by exceeding customer expectations, maintaining a competitive cost base, making best use of our public transport and network management skills, and making better connections with customers, stakeholders and communities.

## Bus Éireann Values

- **Safety:** Bus Éireann prioritises safety and high standards in safety management systems for its customers, employees and road users in general.
- **Employees:** Bus Éireann invests in the the welfare and competency of its employees, as they are vital to providing excellent public transport services.
- **Customers:** Bus Éireann commits to building on a strong tradition of providing safe, reliable and innovative services to customers.
- **Integrated National Network:** Bus Éireann provides an integrated national network of public transport services that links all communities from a social and economic perspective.

## Bus Éireann Objectives

- Develop a sustainable business structure through capital investment, product development, and revenue and passenger growth, while maintaining high safety standards
- Build trusted and recognised services with the customer as a central focus.
- Maintain a competitive cost base through increased operational efficiencies
- Engage with employees to ensure committment with the right skills and competencies.
- Strengthen relationships with customers, business partners and public transport stakeholders.

## Bus Éireann Strategy Initiatives

- **Expressway and Commercial Services:** Competitively reposition Expressway and other commercial brands through service/quality improvements, investment in fleet/technology and customer focused marketing/pricing tactics in Ireland and internationally.
- **PSO Services:** Deliver best value for money for the shareholder under Direct Award PSC through service expansion, cost optimisation and appropriate fleet investment.
- **Schools Transport:** Build on existing operational efficiencies and network effectiveness to ensure shareholder value with appropriate fleet investment.
- **"Making Better Connections":** Implement a strategic communications programme with customers, employees and stakeholders.
- **Growth Partnerships:** Support the development of a long term development plan for PT services outside the Dublin Metropolitan Area (DMA) in partnership with all stakeholders.