

***Service Delivery*** – It is critical that we employ strategies that ensure customer-driven excellence.

1. We will improve customer satisfaction annually focusing resources where opportunities for improvement are greatest.
2. We will increase efficiency in our work systems to enhance internal and external service delivery.
3. We will expand public and private partnerships to increase visibility or availability of services and achieve strategic objectives.

***Safety*** – It is critical that we protect our citizens' lives and personal security through service, education, and enforcement.

4. We will decrease the number of traffic fatalities and injuries annually on Florida's roadways.
5. We will improve the safety of Florida's residents and visitors through proactive enforcement.
6. We will advance our safety education efforts and consumer protection initiatives to increase public awareness.
7. We will safeguard crucial information to ensure public trust.

***Workforce*** – It is critical that we build an environment that regards our members as our most valuable resource.

8. We will attract and retain a diverse and highly qualified workforce.
9. We will recognize members who are responsive, innovative, and effective.
10. We will provide educational resources that expand and increase professional knowledge and personal development.
11. We will provide personalized, professional human resource services and programs to support our members.

***Performance Management*** – It is critical that we take an integrated approach to measure, manage, and improve our organizational performance to further the agency's mission.

12. We will cultivate a strategic thinking agency by ensuring effective governance and implementing proactive solutions to anticipated trends and strategic challenges.
13. We will "measure what matters" to ensure accountability, organizational sustainability, and improvement of overall agency effectiveness and capabilities.