

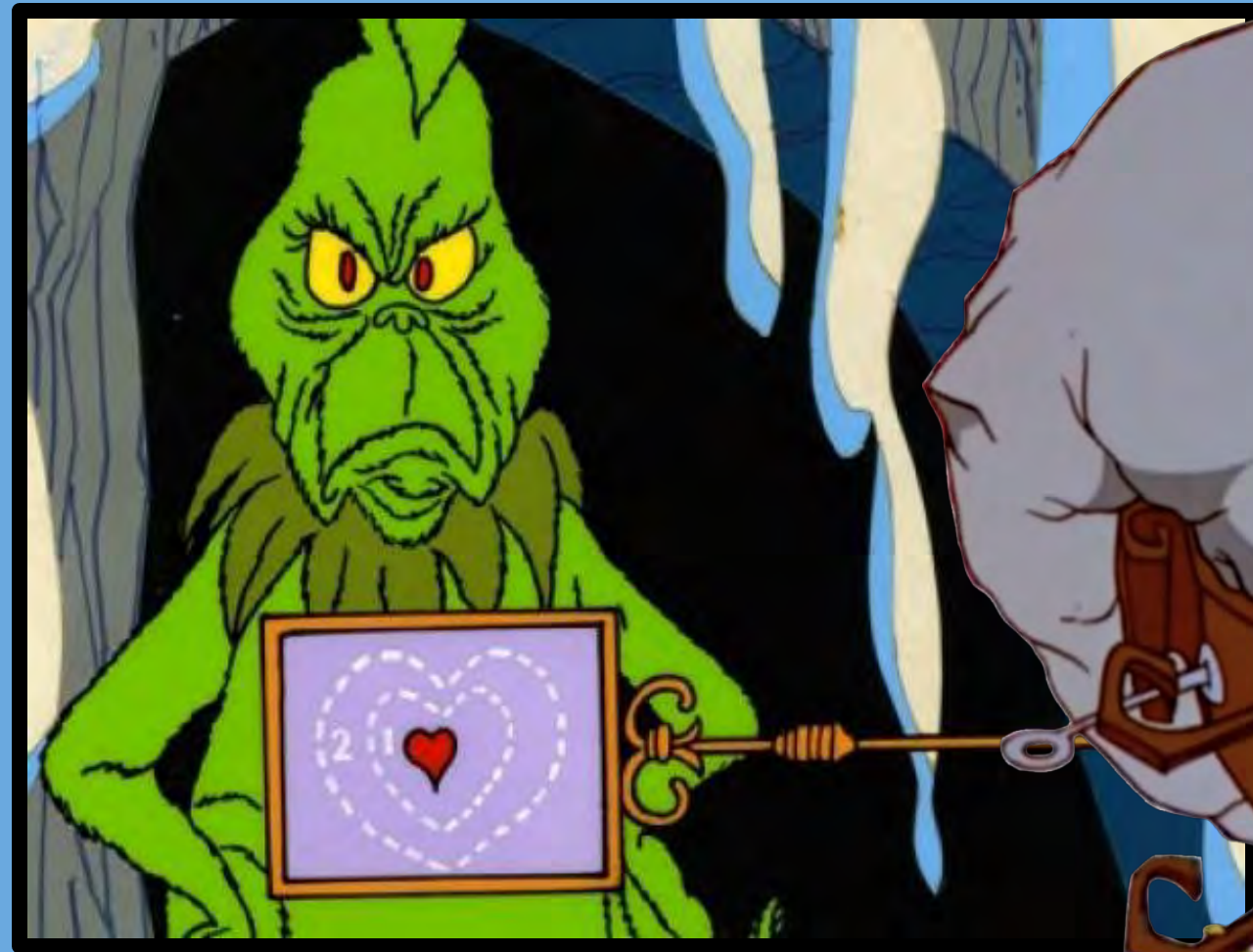
# CULTURE OF EMPLOYEE OWNERSHIP



**New Hampshire  
Transit  
Association**



Featuring  
Mark Aesch  
CEO & Founder  
TransPro



# Creating a Culture Of Ownership

# Ownership

Inspired within  
employees

*I care enough  
to make it  
better.*

# vs Accountability

Imposed upon  
employees

*I'm expected  
to make it  
happen.*

4

Actionable  
steps to  
create a  
Culture of  
Ownership

**1**

**Do you know what success looks like for yourself and do your employees believe they know what success looks like?**

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**2**

**Do your employees believe they have the tools and resources necessary to perform their duties?**

---

**3**

**Do your employees feel their supervisors provide feedback on their performance?**

---

**4**

**Do your employees believe they work in a safe environment where their perspective is invited?**

1

**Do you know what  
success looks like for  
yourself and do your  
employees believe they  
know what success  
looks like?**

**What does a great year  
look like for your  
organization?**



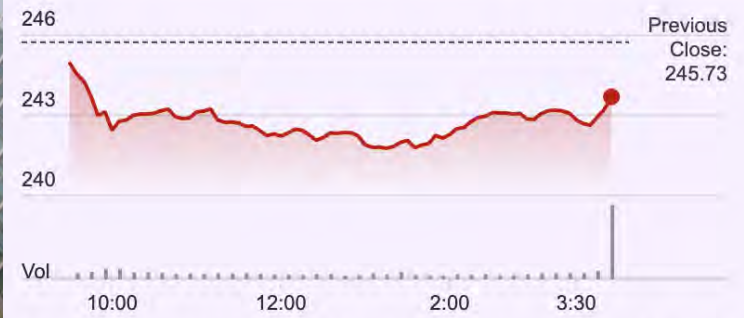




**243.49** USD ▼ **-2.24 (-0.91%)** today

August 29, 7:59 PM EDT · Market Closed

1D 5D 1M 1Y 5Y Max Projection



Open	245.23	Vol	12.75 K
High	245.46	Avg Vol	5.20 M
Low	241.72	52wk High	296.16
Mkt Cap	226.82 B	52wk Low	199.34



# What Does Success Look Like?





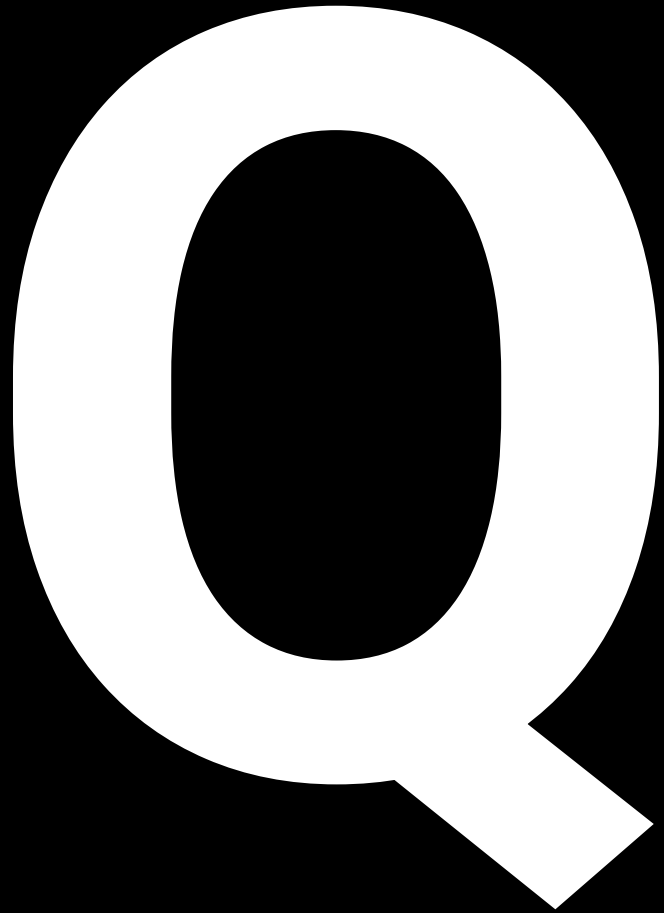
You can have absolutely anything.  
You just can't have everything.

# The Gold Standard of Success Moments...





# BREAK OUT



On December 31, 2025,  
How would you know  
if your organization had a  
successful year?

REPORT BACK

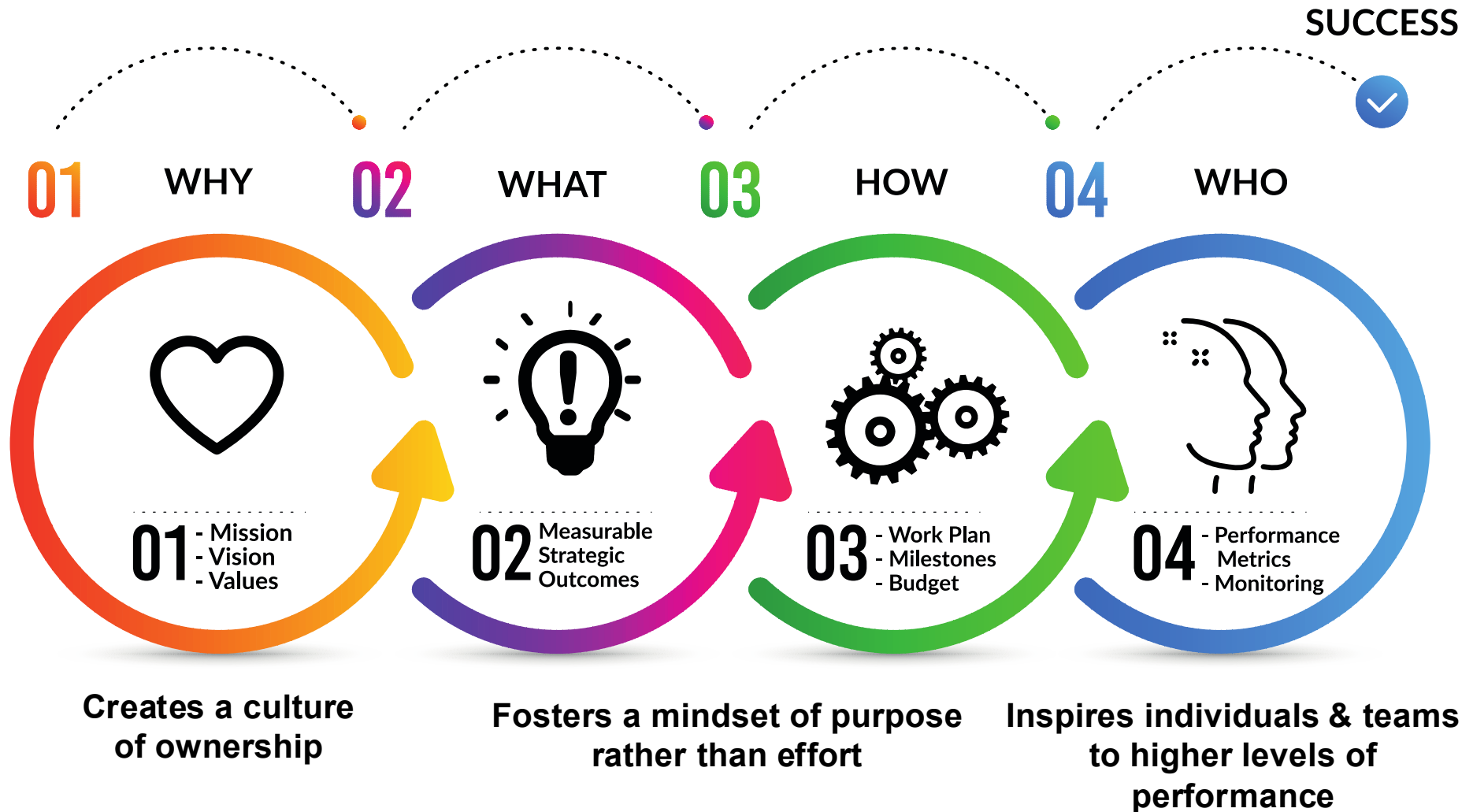
# Once You've Defined Success, Then You Build a Plan To Achieve It.



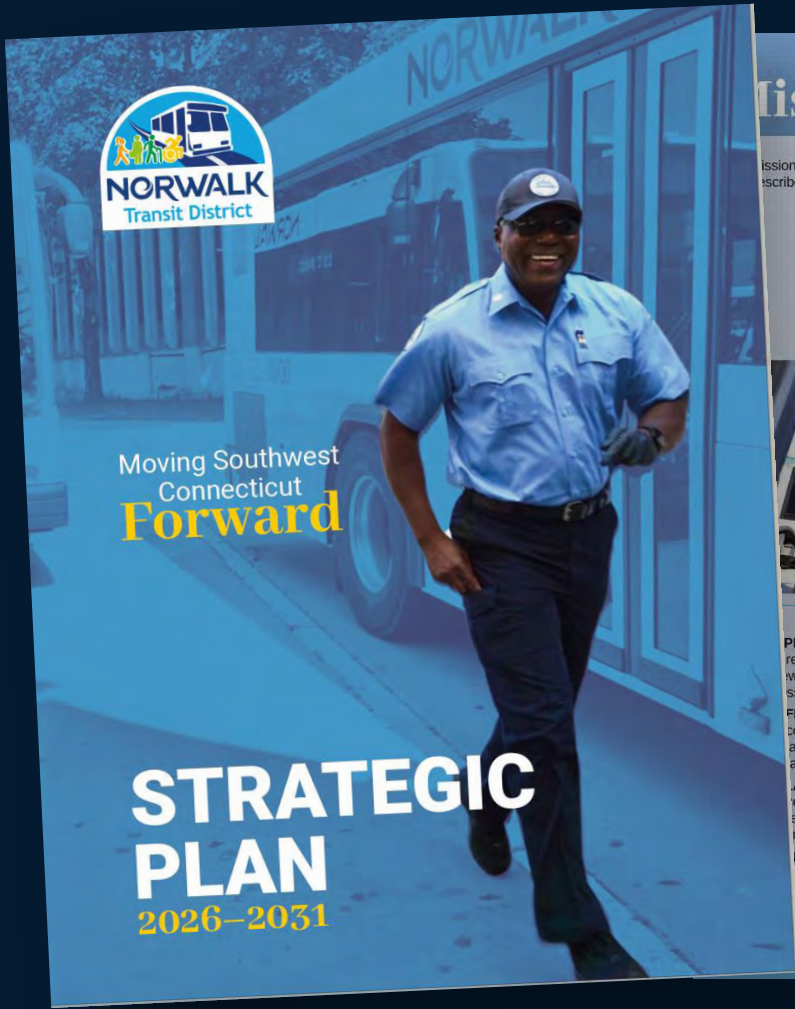
**Budget is not a plan.**

# Our Approach To Strategic Planning

Key Questions Success Planning Seeks To Answer



# VALUES are the foundation of a culture of ownership.



## Mission, Vision, and Values

Mission and vision statements provide direction and inspiration for the agency. The mission statement describes NTD's purpose, while the vision statement describes what NTD strives to achieve.

**MISSION**  
Moving Southwest Connecticut Forward

**VISION**  
Advancing the Community Through Caring, Commitment, and Connections



**VALUES**

<p><b>RESPECT</b> I will respect my teammates' time and point of view and confront disagreement with professionalism, intentionality, and trust.</p>	<p><b>MOTIVATING</b> I will inspire my teammates to live our mission, vision and values.</p>
<p><b>PROFESSIONALISM</b> I will comport myself in a manner that honors my teammates and respects our customers internally and externally.</p>	<p><b>APPRECIATIVE</b> I will demonstrate appreciation for my colleagues by celebrating their successes and recognizing and expressing gratitude, especially when they go above and beyond.</p>
<p><b>COLLABORATION</b> I will seek thought partnership and different perspectives to help my colleagues and our customers to succeed.</p>	<p><b>TRUST</b> I will honor my commitments and trust my teammates will do the same, cultivating an environment where we depend on each other.</p>
<p><b>INTENTIONALITY</b> I will use my time with purpose. I will respect the time of my teammates and customers' time.</p>	<p><b>SAFETY</b> I will foster an environment where my teammates and customers feel physically safe and secure, and safe sharing their perspective and opinions, even if they differ from my own.</p>
<p><b>SUPPORTIVE</b> I will support my teammates by providing helpful feedback and sharing resources.</p>	

“They define what we stand for and how each of us shows up.”



## VALUES

### **RESPECT**

I will respect my teammates' time and point of view and confront disagreement with professionalism, intentionality, and trust.

### **PROFESSIONALISM**

I will comport myself in a manner that honors my teammates and respects our customers internally and externally.

### **COLLABORATION**

I will seek thought partnership and different perspectives to help my colleagues and our customers to succeed.

### **INTENTIONALITY**

I will use my time with purpose. I will respect and honor my teammates' and customers' time.

### **SUPPORTIVE**

I will support my teammates by providing meaningful feedback and sharing resources.

### **MOTIVATING**

I will inspire my teammates to live our mission, vision and values.

### **APPRECIATIVE**

I will demonstrate appreciation for my colleagues by celebrating their successes and recognizing and expressing gratitude, especially when they go above and beyond.

### **TRUST**

I will honor my commitments and trust my teammates will do the same, cultivating an environment where we depend on each other.

### **SAFETY**

I will foster an environment where my teammates and customers feel physically safe and secure, and safe sharing their perspective and opinions, even if they differ from my own.

Do employees  
believe they have  
the tools and  
resources  
necessary to  
perform  
their duties?





# Houston transit authority unveils 'METRONow' initiative focused on cleanliness, safety and ridership

The regional transit authority's flagship initiative has changed from "METRONext" to "METRONow." According to observers, it's mostly a rebrand of existing priorities.

[Dominic Anthony Walsh](#) | February 25, 2025, 2:18 PM



## \$2.4 Million for Cleaning Buses and Transit Facilities

- 8 street sweepers
- 8 all-terrain vacuum trucks
- 24-hour rapid response sanitation teams

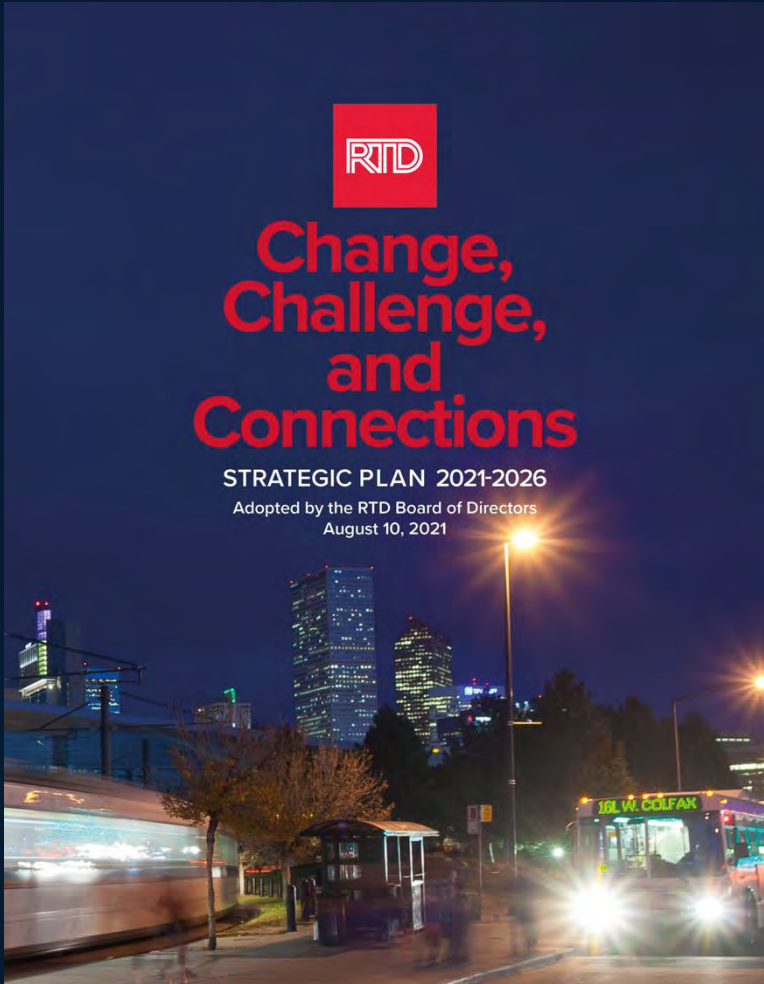


WORTHY RENT-A-CAR



3

Do employees feel  
their supervisors  
provide feedback on  
their performance?

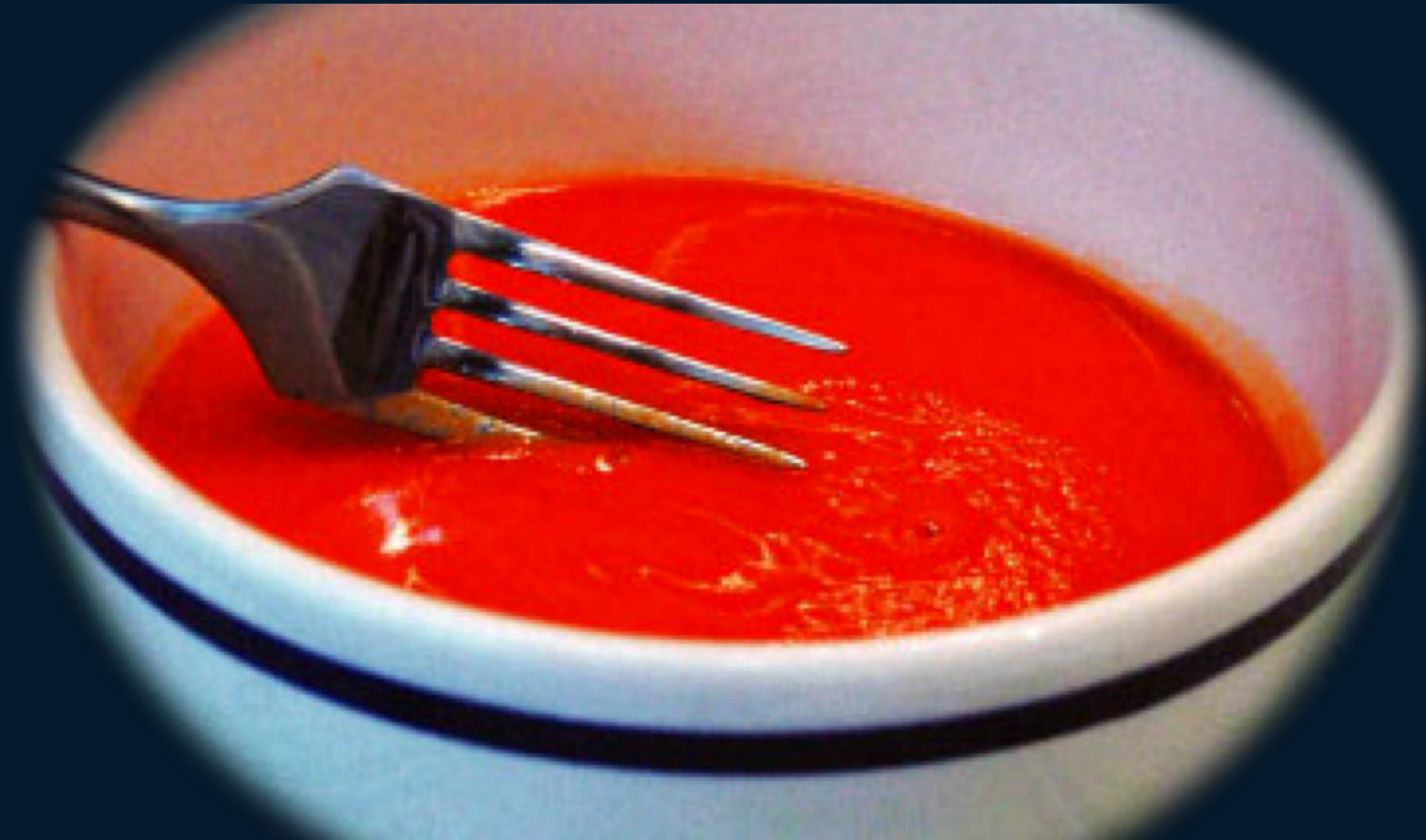


**Quarterly Performance Scorecard** **RTD**

STRATEGIC PRIORITY	SUCCESS OUTCOME	GOAL POINTS
Community Value	RTD strives to be a strong and valued community partner. These metrics monitor progress in this area.	35
Customer Excellence	RTD strives to consistently deliver high-quality customer service, and these performance metrics measure how well the agency is meeting customer expectations.	25
Employee Ownership	RTD seeks to attract and retain a highly skilled and engaged workforce. This set of performance metrics measure the level of employee engagement.	25
Financial Success	RTD takes very seriously the management of all financial resources. To that end, these metrics measure success with financial performance.	15
<b>TOTAL</b>		<b>100</b>

- ## Prioritized Metrics
- Tied to Success Outcomes
  - Metric owners
  - Regular reporting

# Results vs. Effort





R  
UL  
T  
ON.

THE K&M BUREAU

I LOVE LUCY

*Paramount+*

**Customer Service  
is what we DO.**

**Customer Satisfaction  
is HOW WELL we did it.**

HAVE CASH READY  
KNOW YOUR SOUP

ALL INFORMATION  
IS SUBJECT TO  
CHANGE WITHOUT  
NOTICE  
© 2000 TBS  
ALL RIGHTS RESERVED

# 6 Steps for Managing an Underperforming Employee?

1. Don't ignore the problem!
2. Talk to the underperformer and use specific examples.

**Use Active  
Listening!**



## 6 Steps for Managing an Underperforming Employee?

3. Agree on specific expectations and goals, then a measurable plan of action.

**“Tell me what you can do!”**

# 6 Steps for Managing an Underperforming Employee?

4. Coach, mentor, or train them.
5. Provide regular check-ins and feedback.

**Facts and data are essential.**



# 6 Steps for Managing an Underperforming Employee?

6. Take formal action if there is no improvement.

4

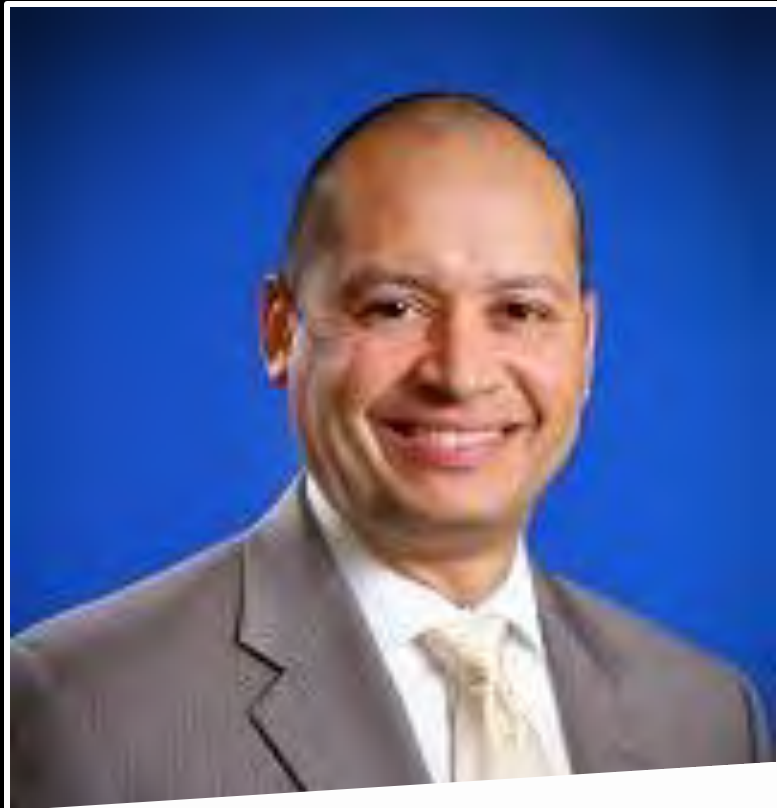
Do employees believe  
they work in a safe  
environment where their  
perspective is invited?

“Tell them  
what the  
result needs  
to be – and  
then stand  
back and be  
astonished by  
their  
ingenuity.”



**Create a culture that  
rewards judgment rather  
than box checking.**

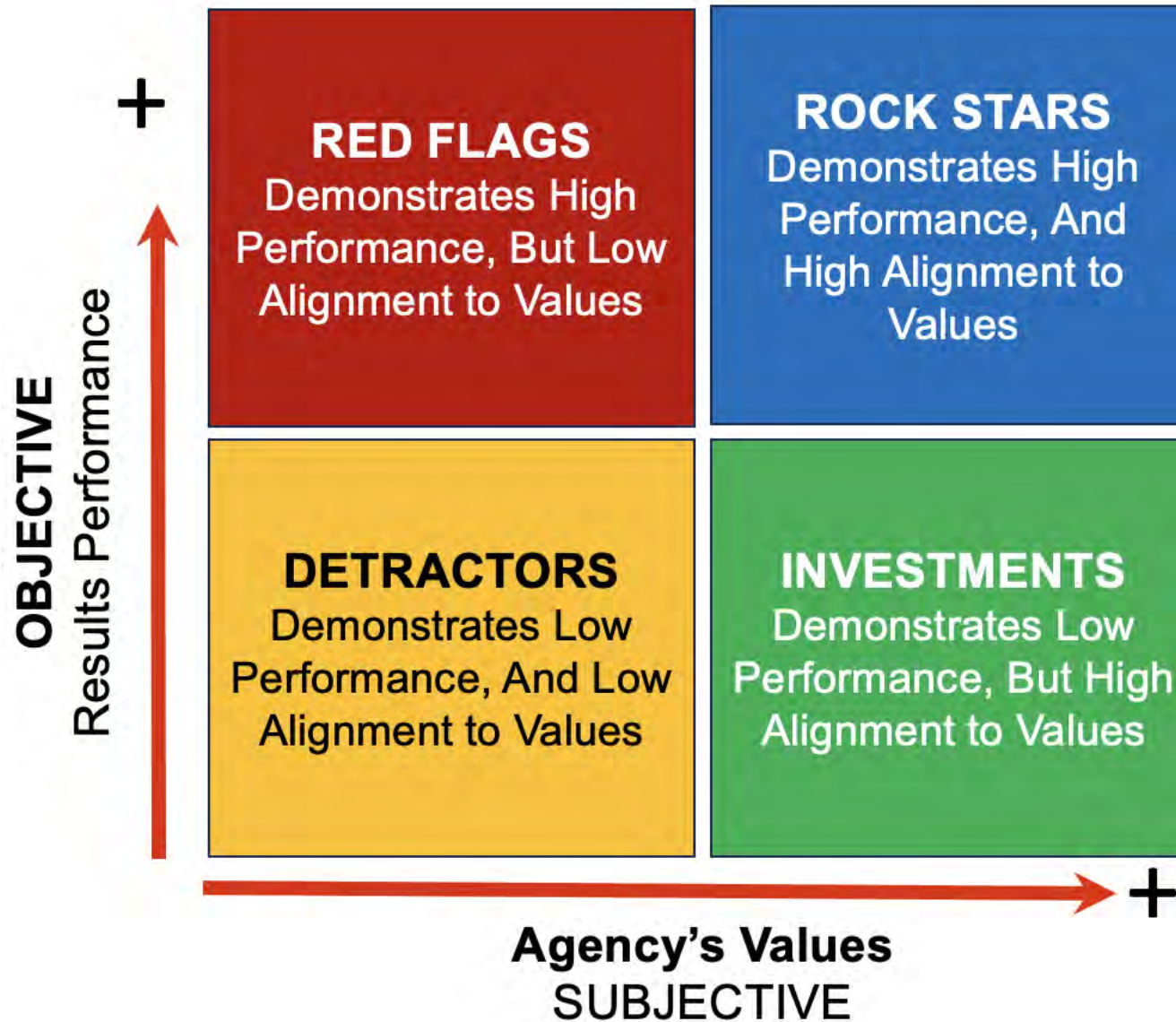




Miguel Velázquez  
RTS CEO

**Velázquez Named CEO of New York's RTS**

# Building A Winning Roster



# BREAKOUT.

Think about the teams you lead or supervise.

1. For team members that fall into the investment category, what strategies do you intend to deploy to invest in their future growth?
2. What strategies might you use to move Investments to Rock Stars?
3. What strategies might you use to move Red Flags to Rock Stars?



**A culture of ownership  
doesn't happen by chance.**

**It's built by leaders  
who choose clarity,  
resources, feedback,  
and safety.**

**Have you made success clear?**

**Have you equipped your people?**

**Have you coached and corrected?**

**Have you built true safety to speak up?**