

Strategic objectives

Unpredictable market conditions made it impossible to achieve the kind of revenue and ridership growth hoped for in 2003. But VIA's long term strategic plan for the future of passenger rail remains on track; initiatives supporting the Corporation's key objectives throughout the year were an unquestioned success.

Approved by the Board of Directors in 2002 and launched early in 2003, the current strategic plan defines the priority objectives VIA must achieve if it is to fulfill its new mission and vision for the future.

VIA's mission

is, by working together, to deliver safe, efficient and environmentally responsible services to travellers in Canada.

VIA's vision

is to be the Canadian leader in service excellence in passenger transportation.

The critical goals set out in the long term strategic plan are as follows:

Growth

to be the first choice of travellers in all markets that VIA serves.

Service

to consistently provide travellers with excellent travel experiences.

Safety

to ensure a safe and secure work and operating environment for colleagues, customers and the general public who come in contact with VIA.

Environment

to meet the needs of customers in an environmentally sustainable and responsible manner.

People

to create an environment promoting a passionate commitment to VIA's business success.

Entrepreneurship

to move towards self-sufficiency by reducing government funding and applying savings to capital investment.

In 2003, VIA made significant progress towards each of these long-term goals.