

Mandate of PRASA:

Vision

To be South Africa's Number One Public Transport Operator

Two fundamental principles underpin the vision:-

- *Integration* – PRASA should facilitate integrating individuals and communities, enabling a better quality of life through access to socio-economic opportunities.
- *Mobility Solutions* – PRASA should connect individuals and communities through the provision of public transport solutions that are founded on an integrated network of mobility routes.

Mission

To Strive for Service Excellence, Innovation and Modal Integration for Sustainable Public Transport Solutions

The mission reflects three key intentions:-

- *Service excellence* – superior performance that is safe, reliable and affordable, provide a dignified travel experience that makes a lasting impression, and builds brand loyalty both internally (employees) and externally (customers) – that adds benefit to the passenger.
- *Sustainability* - a focus on sustainable development in business that considers not just the financial 'bottom line' of prosperity and profit, but also environmental quality and social equity.
- *Modal Integration* – reframing the basis of business delivery, favouring innovation, seamless integration and partnerships

Values

The values that will guide PRASA, underpinning the performance ethos of the organization have been derived via Group wide workshops involving all units and all levels of staff. The premise of the values is to deliver service excellence, productive staff and business growth. The values are -

- Fairness and Integrity
- Service Excellence
- Performance Driven
- Safety
- Communication
- Teamwork

