## Mission
To protect and serve all people through assistance, education and enforcement; provide support to allied agencies; and provide for the safe, efficient movement of traffic on Minnesota's roadways.

## Vision
To eliminate vehicle crashes in Minnesota through highly professional service and the implementation of evolving best practices.

## Core Values
- Respect
- Integrity
- Courage
- Honor
- Excellence

## Goals and Strategies

### Goal A: Prevent deaths, injuries, property damage and life changing events on Minnesota’s roadways.
- Focus resources, education and enforcement on changing driving behaviors to make Minnesota’s roads safer.
- Proactively address emerging traffic safety issues.
- Leverage collaborative efforts with allied agencies to improve traffic safety.
- Create a culture of open roads and quick clearance to ensure the safety of the public and first responders.
- Continue traffic safety education efforts to support crash reduction, recruitment, and community engagement.

### Goal B: Provide superior service and assistance to the public and our allied agencies.
- Continual commitment to our core values in all we do.
- Provide specialized capabilities to assist the public and our allied agencies.
- Collaborate with allied agencies to meet mutual goals.
- Serve the motoring public by assisting with events that occur on the highway.

### Goal C: Seek and deploy resources to enhance organizational effectiveness and efficiency.
- Commit to staying current with existing technologies while planning for advancements.
- Ensure the stability and recurrence of current and future funding sources.
- Use relevant data to support and inform our decision making.
- Routinely review structure and assignments.
- Research future staffing needs in anticipation of societal shifts and technology.

### Goal D: Recruit, retain and invest in a quality workforce that is reflective of our communities.
- Continuously refine our comprehensive plan for recruitment to all positions.
- Provide advanced training opportunities in core mission areas to current employees.
- Identify and work to remove barriers to recruitment and retention.
- Expand the culture of emotional intelligence, mutual understanding, and a harmonious working environment.
- Aid in the wellness of our members through education and peer support.