



Appendix O

Goals and Strategies

Strategic Goal #1: Put Customers First

People should be able to afford transportation, use it safely, and get to where they need to go without an overly burdensome process or trip time.

People with special transportation needs are satisfied with regional transportation service when...

- ✓ they have a range of choices to choose from
- ✓ trip length is reasonable and transfers are efficient
- ✓ it is easy to use
- ✓ waiting and riding is comfortable and safe



Agency: Dreamstime.com

Goal Statement:

Make sure riders are aware of their transportation options, and are safe and satisfied with their trip.

Long-Term Outcome:

More people will know about available transportation options and more riders will be satisfied with their transportation services.

Strategic Objectives:

- **Better Connections:** Increase and improve connections to and within the regional transportation systems for everyone
- **Seamless Fares:** Work towards a coordinated fare structure that makes it easy for a rider to pay for regional travel among the different transportation modes, including specialized transportation
- **Better Amenities & Planning Tools:** Improve functionality and use of existing regional transfer stops, trip planning websites, and ride and vehicle share programs

Strategic Goal #2: Move People Efficiently

Transportation budgets are limited. In order to maximize the amount of service provided, transportation systems must operate as efficiently as possible. Networks should be created that are seamless for the customer, but operationally and organizationally sound for providers.

Coordination can create efficiencies that enable more trips within available funds. Coordinating regional trips offers the greatest potential for efficiency, with fewer vehicles on the road and more people on each vehicle. Agencies can also coordinate such things as driver training, purchasing, standards, requirements, eligibility determinations, and technology.

Special needs regional transportation is more efficient when...

- ✓ providers can easily exchange information so that schedules can allow for smooth connections at transfer points
- ✓ economies of scale can be applied, such as joint purchasing, filling seats on a vehicle, or grouping trips geographically instead of by program eligibility
- ✓ funders coordinate their reporting requirements
- ✓ duplication and redundancy among and between systems is avoided



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Goal Statement:

Coordinate transit, school, and human service transportation so that current transportation dollars are used to maximum effectiveness

Long-Term Outcome:

The public will support more investments to ensure more persons can engage in their community, regardless of age, income or disability.

Strategic Objectives:

- **Infrastructure Changes:** Develop planning, operational, and reporting tools that encourage dialogue, identify where common standards apply, and clarify opportunities for coordination.
- **Integrated Planning:** Incorporate special needs transportation plans into state, regional and local planning efforts that have an impact on the ability of people to engage in the community.

Making Providers Available:

Encourage development of provider networks to all groups.

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Strategic Goal #3: Move More People

Between now and 2010, the growth in the target population will result in a projected 15 percent increase in demand for trips, from 240 million to 276 million trips.

To meet current and future demand, the region must develop the capacity to deliver more trips. This plan supports the use of less expensive modes of transportation as a first option, so that transportation funds can be stretched farther.

By less expensive modes, we mean the service modes that are less expensive for transportation providers to deliver. Lower cost modes include bus routes, commuter trains, and ride share programs.

If the system is as efficient as possible and more people are comfortable in using the bus or other lower cost modes, it is more likely that funds for more specialized transportation modes are available to serve people who require a higher level of assistance.

People with special transportation needs use the lower cost transportation modes when...

- ✓ they are aware of the available services
- ✓ they know how to use the lower costs services
- ✓ they feel it is a good option for them
- ✓ their expectations match the service delivery policies of the transportation programs.



Goal Statement:
Match the needs of riders with the most appropriate transportation choice so that dollars can go further.

Long-Term Outcome:
More people will be served by mass transportation services, and as a result more funds will be available to provide specialized services to those who need it.

Strategic Objectives:

- **Targeted Outreach:** Provide targeted marketing and travel training towards people with disabilities, active seniors, middle-age adults, and children and their parents.
- **Clarified Service Levels:** Improve rider and provider understanding of transportation services levels based on different parts of the region.
- **More People Helping:** Help case managers and service providers to refer clients to the most cost effective and appropriate mobility option.