



Eagle Transit Goals and Objectives

INTRODUCTION

In developing a Short-Range Transit Plan, it is necessary to recognize the mission, goals, and objectives of public transportation. The mission and goals set the direction to be taken in the transit plan, and the specific objectives, along with corresponding performance standards, provide the specific direction for implementation. Eagle Transit has established a Mission Statement and Goals for Public Transportation.

LONG-RANGE VISION

It is important to develop a long-range vision for transit service within the county. Such a vision was first adopted by the Flathead County Commissioners in 1987. The vision for Eagle Transit now includes a mission statement, a set of nine action goals, and five operation objectives. The 1987 goals and objectives were updated in the 1990 and 1996 Transportation Development Plans (TDP). This section provides recommendations for updating the current goals and objectives for Eagle Transit for the 2006-2011 TDP.

The Mission Statement, Goals, and Objectives typically form a hierarchical structure with the Mission Statement being the most general. Goals support the achievement of the mission, objectives support the goals, and so on until the most specific element is reached—the standards.

MISSION STATEMENT

The Mission Statement establishes the overarching direction of an agency and enumerates the most generalized set of actions to be achieved by that agency. The mission of Eagle Transit, as developed in the 1990, 1996, and 2001 TDPs and confirmed in 2005, is as follows:

Eagle Transit Mission Statement

To promote transportation education and to provide transportation in a safe, economical, and efficient manner for the transportation-disadvantaged and general public of Flathead County.

GOALS AND OBJECTIVES

The direction of the Mission Statement and general actions to achieve are typically expanded and defined by a set of goals. Four goals with corresponding objectives and performance measures were developed in the 1996 TDP. These goals addressed mobility, performance, customer orientation, and land use planning. The following constitute the current Goals and Objectives as adopted by the Eagle Transit Board.

I. GOAL: Flathead County will provide mobility opportunities for those who are dependent on public transportation.

- A. Service will be provided to key activity centers within Flathead County, including hospitals, medical clinics, shopping centers, FVCC, schools, and major employment centers.
- B. Service will comply with the requirements of the Americans with Disabilities Act.
- C. Coordinate with local entities for a more efficient use of local resources.
- D. Coordinate bus schedules to accommodate the local schools.

II. GOAL: Eagle Transit will strive to provide efficient and effective services at the lowest cost and highest productivity possible.

- A. Increase ridership on all routes and services.
- B. Productivity standards will be met based on passengers per hour and passengers per mile.
- C. Make maximum use of facilities and equipment, both public and private.
- D. The lowest cost alternative will be used to meet identified transit needs.
- E. Service will be provided on time to meet published schedules.
- F. Requests for new service will be evaluated to ensure that productivity objectives will be met and funding is available.
- G. Stimulate the use of private funds to supplement public subsidies.
- H. Develop a long-term commitment for public funding of transit services and seek sustainable sources of additional funding for operations.

III. GOAL: Provide transportation programs that are consumer-oriented.

- A. Provide service during commute hours at locations of major employment.
- B. Establish a countywide ridesharing program.
- C. Provide intercity services when demand and funding warrant such service enhancements.
- D. Encourage use of Eagle Transit through a continuous marketing campaign and develop general community support for the purpose of generating ridership and funding.

IV. GOAL: Promote land use planning and development which facilitate transportation service provision and minimize energy consumption.

- A. The Transit Advisory Board will comment as appropriate on land use proposals in Flathead County, including those within municipal corporate limits.
- B. The Transit Advisory Board will comment on proposed locations of major transit trip generators. Service to major transit trip generators will be based on the system productivity standards.
- C. Eagle Transit will comment on designs for proposed major transit trip generators.

MEASURES AND STANDARDS

Measures of effectiveness and measures of efficiency allow an agency to know when it has achieved an objective. Standards are limits which allow an agency to know how well it has achieved an objective, whether minimally or to a greater degree.

Specific measures and standards have been developed as part of the current TDP effort. Appropriate measures and standards are recommended for the above goals and objectives, based on the types of service which will be implemented over the next five years. The following measures and standards correspond to the goals and objectives discussed above.

- I.A. Service will be provided at least weekly to each hospital, major medical clinic, and major shopping center within Flathead County. Service will be provided daily to each senior center and senior nutrition site.
- I.B. Performance of paratransit service will conform to requirements and standards established in the ADA guidelines.

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- II.A. The Kalispell checkpoint service should achieve a minimum productivity of five passengers per hour. Demand-response service in Whitefish and Columbia Falls should achieve a productivity of three passengers per hour. Intracounty service should achieve a minimum productivity of three passengers per hour.
- II.D. Service will be considered on time if checkpoint service occurs within the 10-minute window for service at each checkpoint and demand-response service occurs within 30 minutes of the scheduled time. Service should meet on-time standards a minimum of 95 percent of the time.
- II.E. New service requests will be evaluated based on projected ridership. New services will be added only if the projected productivity meets or exceeds the minimum productivity standards for the type of service.
- II.F. Private funding should provide 20 percent of the total revenue for Eagle Transit.
- II.G. Long-term commitments will be established through intergovernmental agreements or service contracts.

The following table provides an evaluation of the existing service with the above performance measures.

Table V-1	
Current Eagle Transit Evaluation (using fiscal year 2004 data)	
Measure	Evaluation
I.A.	<p>The existing service does not meet this standard entirely.</p> <ul style="list-style-type: none"> • Existing service is provided at least weekly to each hospital, major medical clinic, and major shopping centers. • Daily service is provided to some of the senior center and nutrition sites. Daily service is not provided to the Big Fork or Lakeside meal sites.
I.B.	Existing service meets all ADA requirements.
II.A.	<ul style="list-style-type: none"> • The checkpoint service performs at 5.4 passengers per hour, above the standard of 5 passengers per hour. • Demand-response in Whitefish performs at 4.8 passengers per hour, above the standard of 3 passengers per hour. • Demand-response in Columbia Falls performs at 4.3 passengers per hour, above the standard of 3 passengers per hour. • Columbia Falls/Canyon service performs at 3.9 passengers per hour, above the standard of 3 passengers per hour. • Whitefish/Kalispell service performs at 5.1 passengers per hour, above the standard of 3 passengers per hour. • Countywide DAR service performs at 4.4 passengers per hour, above the standard of 3 passengers per hour.
II.D.	The existing service does not meet this performance measure. The primary reason for not meeting the standard is that there are too many requests too far away from the checkpoint stops.
II. E.	Service alternatives developed will attempt to achieve minimum productivity standards of 5.0 passengers per hour for checkpoint, or similar service, and 3.0 passengers per hour for DAR service.
II.F.	Private funding does provide 20 percent of the total revenue. The contributors include the hospital, United Way, taxi service, and fares/donations.
II.G.	Eagle Transit continues to provide ongoing contract service for many social service agencies and for the Area Agency on Aging.