



Goals and Objectives

LSC Transportation Consultants, Inc.—in coordination with the Advisory Committee—has developed a set of transit service goals and objectives for public transportation services in Carroll County. The goals and objectives are a guide for present and future transit operations for Carroll County.

Many transit issues were identified through meetings with the Advisory Committee members, contacts with other stakeholders in the Carroll County area, public meetings, and the strategic planning workshop held in November 2006. The public transportation issues and general goal statements were discussed at the February 2007 meeting. LSC has refined the goals and developed several specific objectives. The goals have been used to develop and evaluate transit alternatives for Carroll County.

TRANSIT VISION

In developing the transit plan, it is necessary to recognize the goals and objectives of public transportation as they determine the direction of the study. The goals and objectives, along with the corresponding performance standards, provide specific direction for implementation. The following section, which focuses on years 2008 to 2013, presents the goals and objectives.

The planning process for transit services within Carroll County consists of a mission statement, a set of action goals, and objectives for each goal. The goals and objectives are included in this report to support future transit plans for Carroll County. 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 and objectives support the goals.

Mission Statement

The mission statement establishes the overall direction of the study and enumerates the most generalized set of actions to be achieved by the agency that will provide transit service to the area. The mission statement for the Carroll County transit program is as follows:

Mission Statement
The mission of the transit program in Carroll County is to improve mobility and access for residents and visitors.

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This section documents the goals and objectives formulated for the transportation system serving the Carroll County area. For planning purposes, a goal is defined as a purpose or need that should be attained to address a transportation issue. An objective is a specific method or activity that is designed to achieve an identified goal. The goals and objectives are very important to the development of the transit implementation plan as they set the overall direction. The goals and objectives must reflect the values and desires of the community.

Based on the issues and concerns discussed during the kick-off meeting on February 6, 2007 and existing and future needs, the LSC team developed the following goals and objectives for Carroll County. The goals and objectives are meant to pertain specifically to the operation of the primary transit provider within the study area. These goals and objectives were reviewed by the Advisory Committee members and CTAA staff. Changes were made where appropriate.

The primary mission of the Carroll County transit program is to provide quality transit service to the residents of the Carroll County. In order to fulfill this mission, a number of goals were identified to guide the future development of public transportation within Carroll County.

Goal #1: Develop Transit Service that Provides Mobility Opportunities for Local Residents and Tourists

Objective 1.a: Create a transit service that allows the general public to use the service and increase the mobility of seniors and persons with disabilities.

Objective 1.b: Improve transport linkages by developing a public transit service that connects with intercity buses and airports, thereby increasing the service area and allowing individuals to access employment and services more easily.

Objective 1.c: Develop a transit service that is easy to use and that allows for any individual to use the service.

Objective 1.d: Design the transit service to allow local residents and tourists to access shopping, medical, employment, education, recreation, and special events.

Goal #2: Create Financial Sustainability of the Transit Service

Objective 2.a: Seek out and apply for grants that may be available for the capital or operating support for expansion of transit services at the state and federal levels.

Objective 2.b: Establish a capital and vehicle replacement fund. Allocate local contributions on an annual basis to this account. The account should be sufficient to provide local matching funds required to obtain federal grants for replacement of vehicles and new capital facilities.

Objective 2.c: Develop performance standards to determine the efficiency and effectiveness of the transit service.

Goal #3: Coordinate and Integrate Public Transportation With the Existing Transportation Providers

Objective 3.a: Establish a Transit Advisory Committee that meets at least quarterly to identify and implement coordination opportunities among the human

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services agencies, private transportation providers, and public transportation providers.

Objective 3.b: Human service agencies will train clients to use the public transportation service and provide funding to pay for the service provided to these passengers.

Objective 3.c: Develop a public education program for school students, the elderly, and other non-users/choice riders on how to use the transit system.

Objective 3.d: Create awareness in the community of the cost to provide transportation services.

Objective 3.e: The transit service will coordinate with human service agencies/ programs and private providers in order to improve the standard of living for the region's seniors. The transit service will increase mobility and access for seniors to senior centers, employment, shopping, medical, and recreational events.

Objective 3.f: Fares on the transit service will be affordable.

Goal #4: Create Cost-Effective and Cost-Efficient Service

Objective 4.a: Regional service should achieve a target productivity level of five passengers per hour within the first year of operation.

Objective 4.b: Demand-response service in the Carroll County area should achieve a productivity level of two passengers per hour.

Objective 4.c: The transit service should have costs per revenue-mile, revenue-hour, and passengers comparable to peer communities. The costs should be reviewed and updated annually by comparing the transit service in Carroll County to other transit services provided by other public transit agencies.