



## CHAPTER VI

# Goals and Objectives

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The LSC team, with input from the TAC, has developed a set of goals and objectives to guide the present and future transit operations and the expansion of the transit services within the City of Cheyenne. Many transit issues were identified during the July 2007 meeting. The LSC team used these issues to develop goals and several specific objectives for each goal. The goals were used to develop and evaluate the transit service alternatives, projects, and programs for the next five years.

### **TRANSIT SERVICE VISION**

In developing the CTP Transit Development Plan (TDP) and Coordination Study, it is necessary to recognize the goals and objectives of public transportation as they determine the direction to be taken in the plan. The goals and objectives, along with the corresponding performance standards, provide the specific direction for implementation of the transit service.

The transit service vision consists of a mission statement, a set of five action goals, and objectives for each goal. 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 an agency and enumerates the most generalized set of actions to be achieved by an agency. Below is the mission statement for CTP. This mission statement is based on their existing mission statement and the 2006 Cheyenne Area Master Plan.

**Mission Statement**

*The mission of CTP is to provide quality, safe, dependable, and courteous transit service to residents of and visitors to the City of Cheyenne by developing an efficient and effective transit system that allows for mobility and access to all residents within the service area.*

**Goals and Objectives**

For transportation planning purposes, a goal is defined as a purpose or need that should be attained in order to address a transportation issue. An objective is a specific method or activity that is designed to achieve an identified goal. Based on the July 2007 meeting with the TAC, the LSC team formulated the draft goals and objectives for CTP. The goals and objectives are also based on the 2002 Transit Plan and the 2006 Master Plan. The goals and objectives have been reviewed by the TAC, and changes were made where appropriate.

**Goal #1: Maintain the existing ridership base while attracting new riders**

**Objective 1.a:** Continue to serve the Cheyenne area as well as the surrounding rural areas, human services agencies, and medical centers.

**Objective 1.b:** Expand transit service to the following locations—major employment centers, nursing homes, high schools, colleges, educational institutions, shopping centers, and local recreational areas/parks.

**Objective 1.c:** Expand the transit service to include routes and regional connectors to the communities throughout Laramie County.

**Objective 1.d:** Maintain the existing level of ridership by continuing to serve the elderly, disabled, those who cannot drive, and those who cannot afford a vehicle.

**Objective 1.e:** Refine fixed-route service where needed, based on the greatest transit demand and need.

**Objective 1.f:** Expand transit service for students, after-school programs, and employment trips.

Goal #2: Continue to provide for the economic sustainability of the transit system

**Objective 2.a:** Establish a capital and vehicle replacement fund, and allocate local contributions on an annual basis to this savings account. The account should be sufficient to provide the local match funds required to obtain federal grants for the replacement of vehicles and new capital facilities.

**Objective 2.b:** Invest in smart card technology and new fare boxes.

**Objective 2.c:** Pursue state funding and Federal Transit Administration (FTA) Sections 5309, 5311, and 5310; JARC; and New Freedom funding for the transit service operations.

**Objective 2.d:** Seek out and apply for grants which may be available for capital or operating support.

**Objective 2.f:** Maintain a farebox recovery ratio of at least 12 percent.

Goal #3: Provide high-quality customer-oriented transit service

**Objective 3.a:** Distribute a rider survey once a year in order to obtain input from the system users on the adequacy of CTP's transit services and any unmet transportation needs.

**Objective 3.b:** The fixed routes in the urban areas should operate on a 30-minute headway during the peak hours and a 60-minute headway during the off-peak hours. The bus stops should be located, at a minimum, at the major activity centers.

**Objective 3.c:** The fixed and regional routes in the rural areas should operate on a 90- to 120-minute headway.

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**Objective 3.d:** The fixed routes should be no longer than 45 minutes in travel time from the beginning of the route to the last stop on the outbound direction of the route.

**Objective 3.e:** The fixed and regional routes should operate on time 95 percent of the time, and should arrive no later than five minutes past the scheduled arrival time at each stop along the route.

**Objective 3.f:** The paratransit service should operate within 15 minutes (plus or minus) of the scheduled arrival time.

**Objective 3.g:** The fixed and regional routes should operate on the most direct routes between stops and the final destination.

**Objective 3.h:** The paratransit service should be provided within three-quarters of a mile from the fixed routes.

**Objective 3.i:** The transit service should operate a minimum of six days per week in areas with the greatest transit needs.

**Objective 3.j:** The weekday transit service hours should be increased in order to cover shift workers and evening hours.

**Objective 3.k:** Route schedules need to be user-friendly.

**Objective 3.l:** Annual training should be provided for all CTP employees.

**Objective 3.m:** The operating policies manual should be reviewed and updated every three years.

### Goal #4: Provide efficient, effective, and safe transit service

**Objective 4.a:** Transit service should be provided to 80 percent of the population in the areas with the greatest transit needs.

**Objective 4.b:** Route service should be provided within one-quarter mile walking distance from the following:

- Shopping centers (50,000 square feet or larger)
- Schools (500 or more students)
- Hospitals (100 or more beds)
- Nursing homes (100 or more beds)
- Retirement homes (100 or more residents)

**Objective 4.c:** Route structures should minimize the number of transfers required for a rider to reach their destination.

**Objective 4.d:** The fixed routes should operate at an average productivity of seven passengers per service-hour. The individual routes should maintain a productivity of at least five passengers per service-hour. Those routes which do not meet the minimum standard should be reviewed annually for service changes.

**Objective 4.e:** The regional routes should maintain a minimum productivity of five passengers per service-hour. Those routes which do not meet the minimum standard should be reviewed annually for service changes.

**Objective 4.f:** CTP should operate with fewer than six vehicle accidents per 50,000 vehicle-miles.

**Objective 4.g:** Preventive maintenance service should be performed as scheduled at least 90 percent of the time.

**Objective 4.h:** Only 25 percent of the CTP fleet should exceed FTA's designated useful life.

**Objective 4.i:** CTP should coordinate the transit service with the other area transportation providers in order to meet regional transportation needs. A transportation broker service should be created that can pool vehicles and services.

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**Objective 4.j:** The CTP staff should be involved in the land use planning process throughout the transit service area in order to promote increased access and mobility for the transit users, and thereby make the transit system a true element of the region's transportation system.

### Goal #5: Promote transit service

**Objective 5.a:** Develop a statement of purpose and need that identifies the benefits of transit service in the community.

**Objective 5.b:** Develop a public education program on the benefits of transit services and the need to maintain and improve the overall transportation system in the City of Cheyenne.

**Objective 5.c:** Continue to use every opportunity to promote the transit service including, but not limited to, the following ideas:

- List CTP in the regional telephone directory.
- Display the telephone number for rides prominently on all fleet vehicles.
- Continue providing information on the CTP website.
- Post flyers with the telephone number and hours of operation at various locations (such as train stations and motels) within the service area.
- Place regular public service announcements with the newspaper, radio, and television.
- Offer reduced fares to attract ridership during slower times of the day, week, or year.
- Run periodic special promotions, such as summer passes for children or holiday season fares for shoppers.
- Operate special event service to promote the transit service and aid in the reduction of congestion during community events.