

## Goals and Objectives

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The Bozeman area has been looking at the need for public transportation services for a number of years. Service for the elderly and people with disabilities is provided by Galavan. Public transportation service is provided by Bobcat Transit, although the service is focused on MSU students. No service is provided when the university is not in session. It has become obvious to many in the community that there are numerous additional public transportation needs. This project has developed out of a recognition of these greater needs in the Bozeman area.

Meetings with the Transit Stakeholders Board, contacts with other stakeholders in Gallatin County, and public meetings identified many issues. These issues were discussed at a meeting of the Stakeholders Board on June 25. At that meeting, general statements of goals for public transportation in Bozeman and Gallatin County were discussed. LSC has refined these goals and developed several specific objectives for the goals. These goals form the framework for the strategic transit plan presented in this chapter.

### VISION

A vision statement has been prepared which reflects the long-range direction for public transportation services. This vision is the overriding goal to be accomplished through the specific transit goals.

**Vision for Transit Service**

The greater Bozeman area will provide public transportation service which meets the needs of residents and visitors for mobility.

## GOALS AND OBJECTIVES

The following are the goals and objectives for public transit services in the greater Bozeman area.

- 1. Public transportation will be provided in the greater Bozeman area, including Belgrade, Bozeman, and Four Corners.**
  - a. Priority will be given to those areas exhibiting the greatest needs and greatest propensity to use public transportation.
- 2. Transit service will be provided for the elderly and disabled, students, low-income households, people who are unable to drive, and tourists.**
  - a. Passenger count data will be used to determine the actual markets being served.
  - b. Service will be provided between residential areas with concentrations of the target markets and key transit destinations.
- 3. Public transportation service should be multimodal in nature.**
  - a. All buses will have bike racks.
  - b. Sidewalks should be provided in areas served by public transit.
- 4. Frequent and dependable service should be provided to key destinations.**
  - a. Key destinations to be served include Downtown Bozeman, Belgrade, MSU campus, Gallatin Valley Mall, North 7<sup>th</sup> retail area, Deaconess Hospital, and the North 19<sup>th</sup> retail area.
  - b. Service will be provided every 30 minutes in the highest priority areas, every 60 minutes in secondary areas, and less often in outlying areas.
  - c. Public transit will be customer-oriented and friendly as measured by annual passenger satisfaction surveys.
- 5. Public transportation will be coordinated and integrated with existing human services transportation providers.**
  - a. Complementary paratransit service will be provided by Galavan.
  - b. Human services agencies will train clients to use the public transportation service and will provide funding to pay for the service provided to these passengers.
- 6. Service will be cost-effective, efficient, and financially sustainable.**
  - a. Service will achieve a target productivity level measured in passengers per hour within the first year of operation of 10 passengers per hour.
  - b. Complementary paratransit service will achieve a productivity level of 2.5 passengers per hour.
  - c. Adequate, sustainable funding will be obtained from multiple sources.

The goals and objectives are a very important part of developing the transit implementation plan as they set the overall direction. The goals and objectives must reflect the values and desires of the community.

### Short-Term Goals (2006-2011)

The short-term goals for the years 2006 to 2011 are designed to implement the system goals detailed in the above section and guide the development of the actual capital and operational needs of the new transit system to full operations.

- **Implement a fixed-route and paratransit transit system by the year 2007.**
  - Obtain voter approval of the UTD with a dedicated tax.
  - Purchase six buses for fixed-route service.
  - Purchase two transit vans (cutaways) for paratransit service.
  
- **Develop transit infrastructure to support the new transit fixed-route and paratransit services.**
  - Construct a transit maintenance facility to maintain and fix the transit vehicles.
  - The facility should include administration offices.
  - Install 20 to 25 transit bus shelters along the fixed routes in the City of Bozeman.
  - Install one to five transit bus shelters along the commuter route between the City of Bozeman and the City of Belgrade.
  
- **Develop a web site for the new transit system that presents general information on the transit service.**
  - Work with the City of Bozeman or MSU in the development and location of the transit web site.
  - The web site should contain information on the transit schedule.
  - The web site should contain information on the days and hours of operations.
  - The web site should contain maps of the transit routes and location of the transfer station.

### Long-Term Goals (2012-2015)

The long-term goals for the years 2012 to 2015 are designed to guide the new transit service into the future. These goals allow the transit system to expand with the growth of the community over the next 10 years.

## *Goals and Objectives*

- **Improve system operations in term of headways and efficiencies by the year 2015.**
  - Develop and implement ITS for all of the transit vehicles.
  - Reduce headways from 30 minutes to 20 minutes during peak hours by using ITS, queue jumpers, and bus lanes (HOVs) to reduce the delay time and, hence, increase the travel time of the bus across the transportation network (street system).
  - Improve headways on the commuter route from 60 minutes to 40 minutes by adding additional revenue-hours.
  - Improve frequencies/headways by increasing the UTD tax to cover the operational revenue hours needed to reduce headways.
  
- **Replace transit capital (rolling stock and infrastructures).**
  - Purchase 20-foot to 30-foot transit buses in order to replace the initial transit vans (cutaways) that were purchased in the startup phase.
  
- **Expand the public's access to transit information.**
  - Develop a web-based trip planning software program to allow individuals to plan trips on the transit system.