



## Goals and Objectives

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The LSC team, with input from the Stakeholders Committee, 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 study area. The LSC team used the transportation issues determined during the planning process to develop the transit service goals and several specific objectives for each goal. The goals and objectives were used to evaluate the transit service alternatives, develop transit projects/programs for the short-term (next six years), and select the preferred transit service plan.

### TRANSIT VISION

In developing a regional transit service plan, 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.

In coordination with the Stakeholders Committee, the LSC team developed draft goals and objectives for the regional transit service based on the input and issues discussed at the April 2007 meetings. Once reviewed and approved by the Stakeholders Committee, the goals and objectives were finalized. The LSC team used the goals and objectives to develop and evaluate the transit service alternatives and short-term projects/programs. The goals and objectives are the guidelines for the future regional transit service operations.

The planning process for the transit services within the study area consists of a mission statement, a set of four action goals, and the 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 that agency. The mission statement for the future regional transit service is as follows.

| Mission Statement   |
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| The mission of the regional transit service is to provide quality transit service to residents of the north-central Montana counties by increasing the mobility and access for all residents and by linking transit services throughout the region. |

## Goals and Objectives

For transportation 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 parts of developing the transit service plan, as they set the overall direction. Therefore, the goals and objectives must reflect the community's values and desires. Based on the issues and concerns discussed during the April 2007 Stakeholders Committee meetings, as well as the existing and future transportation needs, the following goals and objectives were developed for the regional transit service.

### Goal #1: Develop Regional Transit Service That Aids the Region's Economic Development

**Objective 1.a:** Develop transportation linkages by implementing regional transit service, thereby allowing individuals to access employment and services more easily throughout the region. The region includes Havre, Malta, Harlem, Chinook, Fort Belknap Agency, Great Falls, Big Sandy, Fort Benton, Stanford, Fort Shaw, Choteau, and several other communities along US Highways 2, 87, and 88.

**Objective 1.b:** Link north-central Montana with other portions of Montana, thereby accessing national transportation services (such as airlines and Amtrak).

**Objective 1.c:** Increase the mobility of seniors and individuals with disabilities by developing regional transit service between Malta and Havre, as well as Great Falls and Havre.

**Objective 1.d:** Create opportunities through improved access to employment, job training, and education.

**Objective 1.e:** Allow all of the region's residents to access medical, shopping, recreational, and educational centers as well as special events. This service will be designed to first cater to the low-income households, disabled individuals, and seniors; and then to the general public.

Goal #2: Create Financial Sustainability of the Transit Service

**Objective 2.a:** Seek out and apply for state and federal grants which may be available for transit service capital or operating support.

**Objective 2.b:** Generate local funding for the regional transit service through intergovernmental agreements with the local communities and counties.

**Objective 2.c:** Examine the possibilities of creating a transportation authority that will allow for a dedicated funding source.

Goal #3: Coordinate and Integrate the Transit Service With the Existing Human Service Agencies/Programs

**Objective 3.a:** Coordinate with the human service agencies/programs in order to improve the standard of living for the region's seniors and disabled individuals. The regional transit service should increase mobility and access to the senior, employment, shopping, and medical centers as well as recreational events.

**Objective 3.b:** Discuss the regional transit service with the existing human service transportation providers at a Transportation Council/Transportation Advisory Committee (TAC) meeting on a quarterly basis.

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**Objective 3.c:** The human service agencies/programs should train their clients to use the regional transit service and could provide funding for the regional transit service provided to their clients through intergovernmental agreements.

**Objective 3.d:** Create a marketing program for the regional transit service using all forms of media to inform the public of the service.

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

**Objective 4.a:** Work to maintain and/or develop standards of performance measures in order to determine the efficiencies and deficiencies of the regional transit service. Use a comparison of peer communities in determining efficient and effective service.

**Objective 4.b:** The regional transit service should achieve a target productivity level of five passengers per hour by 2011 and ten passengers per hour by 2020.

**Objective 4.c:** The regional transit service should have costs per revenue-mile, revenue-hour, and passenger equal to the peer communities. The costs should be reviewed and updated annually by comparing the regional transit service to other similar transit services.