

CHAPTER V

Goals and Objectives

LSC Transportation Consultants, Inc., in coordination with the PanTran Board, has developed a set of goals and objectives. The goals and objectives are the guide for present and future transit operations and the expansion of the transit services in the Eastern Panhandle Region.

Many transit issues were identified through meetings with the PanTran Board, contacts with other stakeholders in the Eastern Panhandle Region, and public meetings. The transit issues and the general statements of goals for public transportation were discussed at a PanTran Board meeting on March 9, 2005. LSC has refined the goals and developed several specific objectives for the goals. The goals were used to develop and evaluate the transit alternatives, projects, and programs for the next five years (short term) and the next 20 years (long range).

TRANSIT VISION

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

The vision for transit service in the Eastern Panhandle Region 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 that agency. The mission statement for the Eastern Panhandle Region is as follows:

Mission Statement

The mission of PanTran is to provide quality, safe, dependable, and courteous transit service to residents and visitors of the Eastern Panhandle Region.

Goals and Objectives

Based on meetings with the PanTran Board and public, LSC formulated the goals and objectives for the transportation system serving the cities of Martinsburg, Charles Town, Hedgesville, Harpers Ferry, Ranson, Inwood, and Shepherdstown and the Eastern Panhandle Region. For 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. The goals and objectives have been reviewed by the PanTran Board and transit staff, and changes were made where appropriate.

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

Objective 1.a: Continue to serve the Martinsburg Mall, VA center, human services agencies, and medical centers in Berkeley and Jefferson Counties.

Objective 1.b: Improve PanTran service to the following locations: Morgan County, high schools in Berkeley and Jefferson Counties, local recreational areas and parks, Berkeley County Judicial Center, and nursing homes.

Objective 1.c: Work with the business community to develop transit shuttle services in downtown Martinsburg, Charles Town, and Harpers Ferry.

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

Objective 1.e: Develop PanTran service to the MARC Train through additional service-hours in the morning and evening in order to link with the MARC Train

arrival and departure times at the Martinsburg, Duffields, and Harpers Ferry stations.

Objective 1.f: Work with the Eastern Panhandle Region cities and counties and WVDOT to develop a series of park-and-ride lots throughout Berkeley and Jefferson Counties. Initiate commuter service from the lots to the urban areas and the MARC stations at Martinsburg, West Virginia; Duffields, West Virginia; Harpers Ferry, West Virginia; and Brunswick, Maryland.

Objective 1.g: Develop commuter service to the major employment and activity centers within the Eastern Panhandle Region and to Hagerstown, Maryland; Frederick, Maryland; Winchester, Virginia; and Leesburg, Virginia.

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

Objective 2.a: Develop a cost allocation system to determine the proportionate share of local funding to be contributed by each local government.

Objective 2.b: 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 matching funds required to obtain federal grants for replacement of vehicles and new capital facilities.

Objective 2.c: Develop a more effective method of collecting and accounting for the bus fares in all fleet vehicles.

Objective 2.d: Pursue FTA Section 5311 funding and state funding for operation of transit service in the non-urbanized areas.

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

Goal #3: PanTran will provide high quality, customer-oriented service.

Objective 3.a: Distribute a rider survey twice a year (every six months) in order to obtain input from the system users on the adequacy of PanTran's services and any unmet needs.

Objective 3.b: All of the fixed routes in the urban areas should operate on a 15-minute headway during peak hours and a 30-minute headway during off-peak hours.

Objective 3.c: The fixed routes in the rural areas should operate on a 60-minute headway.

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 of the outbound direction of the route.

Objective 3.e: Fixed and commuter routes will operate with 95 percent never early and no later than five minutes of the scheduled time of arrival at each stop along the route.

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

Objective 3.g: All fixed and commuter routes should operate on the most direct route between locations of the stops and the final destination.

Objective 3.h: Paratransit service will be provided with 1.5 miles of all fixed routes.

Objective 3.i: Transit service should operate seven days a week in areas with the greatest transit needs.

Objective 3.j: Provide annual training for all PanTran employees.

Objective 3.k: Establish operating policies and prepare a policy manual.

Objective 3.l: Improve the schedule to be more customer-friendly. Route maps and schedules will be easily understood by users. Schedules should be available in Spanish and Braille formats.

Goal #4: PanTran will provide efficient, effective, and safe services.

Objective 4.a: Route-deviation service will operate at an average productivity of seven passengers per service-hour. Individual routes will maintain a productivity of at least five passengers per service-hour. Those routes which do not meet the minimum standard will be reviewed annually for service changes.

Objective 4.b: Commuter routes will maintain a minimum productivity of 15 passengers per service-hour.

Objective 4.c: PanTran will provide service to 85 percent of the population in the areas with greatest transit needs.

Objective 4.d: PanTran will operate with fewer than 2.5 preventable accidents per 100,000 vehicle-miles.

Objective 4.e: PanTran will coordinate service with other transportation providers to meet regional needs.

Goal #5: Promote the services provided by PanTran.

Objective 5.a: Use every opportunity to promote the transit service, including but not limited to the following ideas:

- Display the telephone number for rides prominently on all fleet vehicles.
- Provide information on the PanTran website.
- List PanTran in the regional telephone directory.
- Post flyers with the telephone number and hours of operation at various locations in the service area, including train stations and motels.

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- 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.

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 Eastern Panhandle Region.