



CHAPTER II

Goals and Objectives

The LSC team, with input from the Stakeholders Committee, developed a set of draft goals and objectives to guide the present and future transit operations and the expansion of the transit services within Sweetwater County. Many transit issues were identified during the April 2007 Stakeholders Committee work session, STAR staff discussions, bus driver meetings, and discussions with other key stakeholders in Sweetwater County. The LSC team used these issues to develop draft goals and several specific objectives. The goals were finalized and used to develop and evaluate the transit service alternatives, projects, and programs for the next ten years.

TRANSIT VISION

In developing the STAR Transit Enhancement 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 of the transit service.

The vision for transit service in Sweetwater County consists of a mission statement, 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. The mission statement for transit service in Sweetwater County is as follows:

Mission Statement

The mission of STAR is to provide quality, safe, dependable, and courteous transit service to residents and visitors of Sweetwater County by developing an innovative transit system that allows for mobility and access to all residents within the service area.

Goals and Objectives

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. Based on meetings with the Stakeholders Committee, STAR staff, bus drivers, and other key stakeholders, the LSC team formulated the goals and objectives for the transportation system serving Sweetwater County and the cities of Rock Springs and Green River. The goals and objectives have been reviewed by the Stakeholders Committee and STAR 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 cities of Rock Springs and Green River as well as the surrounding rural areas, human services agencies, and medical centers.

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

Objective 1.c: Expand the transit service to include routes and regional connectors to the communities throughout Sweetwater 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: Work with the Wyoming Department of Transportation, Sweetwater County, and the cities of Rock Springs and Green River to develop a series of park-and-ride lots in order to serve the major employment centers. Initiate regional service from the park-and-ride lots to the communities.

Objective 1.f: Develop fixed-route service where needed, based on the greatest transit need demand.

Objective 1.g: Expand and develop 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: 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 match funds required to obtain federal grants for the replacement of vehicles and new capital facilities.

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

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

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

Objective 2.f: Develop a ten-year financial plan, and update this plan on an annual basis.

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

Objective 3.a: Distribute a rider survey once a year in order to obtain input from the system users on the adequacy of STAR'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.

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 five days per week in areas with the greatest transit needs, with the eventual growth in transit service on the weekends.

Objective 3.j: Annual training should be provided for all STAR employees.

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

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

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

Objective 4.a: 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.b: 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.c: STAR should provide transit service to 90 percent of the population in the areas with the greatest transit needs.

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

Objective 4.e: STAR 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.

Objective 4.f: The STAR 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 the services provided by STAR

Objective 5.a: Continue to 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.
- Continue providing information on the STAR website.
- List STAR in the regional telephone directory.
- 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.

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 Sweetwater County.

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