



Goals and Objectives

TRANSIT VISION

The following section details the goals and objectives developed through this planning process. The vision for Washington County Transit service 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 Washington County Transit is as follows:

Mission Statement

The mission of Washington County Transit is to provide, safe, affordable, dependable, and accessible public transportation that enhances the mobility of our customers.

Goals and Objectives

Based on the TAC meeting, LSC formulated goals and objectives for the transportation system serving Washington County. 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. The goals and objectives were 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 Valley Mall, downtown Hagerstown, local shopping centers, human services agencies, and medical centers in Washington County.

Objective 1.b: Improve transit service to high schools; recreational areas and parks; government buildings; nursing homes; urban development growth areas; and low-income, minority, and non-English speaking population areas.

Objective 1.c: Work with the business community to develop transit shuttle services in downtown Hagerstown to the local shopping centers.

Objective 1.d: Maintain the existing level of ridership by continuing to serve the elderly, disabled, low-income, minority, and non-English speaking individuals as well as those that cannot drive or cannot afford a vehicle.

Objective 1.e: Develop new countywide transit service. At a minimum, the areas with the greatest transit needs throughout Washington County need to be served by a public transportation system.

Objective 1.f: Develop transit service to the MTA commuter bus route 991 through additional service hours in the morning and evening in order to link with arrival and departure times.

Objective 1.g: Work with the communities throughout Washington County, the Maryland Department of Transportation (MDOT), and the Maryland Transit Administration (MTA) to develop a series of park-and-ride lots throughout the county.

Objective 1.h: Develop commuter service to the major employment and activity centers within Washington County. Link the commuter service with the park-and-ride lots, urban areas, and MTA commuter bus route 991. Link the rural portion of the county to the activity centers in Hagerstown and Frederick.

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. 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 vehicle replacements and new capital facilities.

Objective 2.c: Develop contract services with the human service agencies.

Objective 2.d: Pursue Federal Transit Administration (FTA) Section 5307 and 5309 funding and state funding for transit service operations in urbanized areas.

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

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

Objective 3.a: Distribute a rider survey once a year in order to obtain input from system users on the adequacy of Washington County Transit services and any unmet needs.

Objective 3.b: The fixed routes in the urban areas should operate on a 30-minute headway during peak hours and a 60-minute headway during off-peak hours.

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

Objective 3.d: The fixed routes should be no longer than 45 minutes in travel time from the route's beginning location to the route's last outbound stop.

Objective 3.e: The fixed and commuter routes should operate with 95 percent not early and no later than five minutes behind the scheduled arrival time at each stop along the route.

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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 commuter routes should operate on the most direct route between locations of the stops and the final destination.

Objective 3.h: Paratransit service should be provided within a three-quarter-mile radius of all fixed routes and (at a minimum) provide service that meets ADA requirements.

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

Objective 3.j: Annual training should be provided for all Washington County Transit employees.

Objective 3.k: Establish operating policies and prepare a policy manual, which will include the recording and tracking of Title VI complaints.

Objective 3.l: Schedules should be available in English, Spanish, and Braille formats.

Objective 3.m: Low-income and minority service areas must be served as often as the general population areas.

Goal #4: Provide efficient, effective, and safe services

Objective 4.a: The route service should operate at an average productivity of 8 to 12 passengers per service hour. Individual routes should maintain a productivity of at least eight passengers per service hour. Routes that do not meet the minimum standards should be reviewed annually for service changes.

Objective 4.b: The paratransit service should have an average productivity of three to four passengers per hour.

Objective 4.c: The commuter routes should maintain a minimum productivity of 15 passengers per service hour.

Objective 4.d: Service should be provided to 85 percent of the population in the areas with the greatest transit needs.

Objective 4.e: Operations should have fewer than 2.5 preventable accidents per 100,000 vehicle-miles.

Objective 4.f: Transportation services should continue to be coordinated with the other transportation providers in the area in order to meet regional needs.

Objective 4.g: Fifty percent of the fixed model demand within the existing service area and Hagerstown should be met, and 30 percent of demand should be met throughout Washington County.

Objective 4.h: Updates should be made to the performance standards for cost per hour and the farebox recovery ratio in order to reflect peer communities' standards.

Goal #5: Promote the transit service

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

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

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