

# RTA Strategic Mobility Plan Draft Goals 5/16/2017

## Goal 1: Earn Trust

The Regional Transit Authority will be a trusted public agency providing:

- Forums and mechanism for open, two-way communication with riders and other stakeholders
- Clearly articulated decision-making inputs and considerations
- Follow through on state commitments with regular report backs to the public
- Responsiveness to customer comments and concerns
- Productive relationships and good coordination with partners and stakeholders.

*SMART Objective Example: 80 percent of customer satisfaction surveys rate overall satisfaction with RTA as good or better by 2020*

## Goal 2: Be reliable

Mass transit and public mobility services will be reliable and dependable with adequate financial resources to:

- Provide timely and predictable service
- Have redundant systems to respond quickly and effectively to unanticipated service disruptions
- Provide real-time information on bus, streetcar, and paratransit arrival times

*SMART Objective Example: All fixed routes have on-time performance of at least 80 percent by 2020 and at least 90 percent by 2025*

## Goal 3: Connect to opportunities

The mobility network will provide the vital connections between people, destinations, and the world with:

- Safe routes of access from surrounding communities to high frequency transit
- Jobs and housing near to and connected by mobility services
- Rapid and frequent service between major regional destinations during most hours of the day
- Well-managed integration of the multiple available modes of travel

*SMART Objective Example: 80 percent of the service area population can reach most of the region's jobs within 30 minutes by public transit or a similarly affordable service during peak periods by 2025*

## **Goal 4: Prioritize the rider experience**

Transit and mobility services will be easy to use and intuitive, designed to:

- Improve customer convenience
- Enhance the customer experience as safe, comfortable, and dignified
- Provide information that allows the traveler to make decision in real time
- Flexibly meet the varying needs of varied users at various times

*SMART Objective Example: Increase the number of transit stops with shelters and seating to 50 percent by 2025*

## **Goal 5: Ensure available, accessible, and affordable mobility**

The benefits and services of mobility options will be accessible to all and fairly distributed. Mobility will be:

- Accessible and usable by people of all abilities
- Affordable to households and individuals
- Available in all neighborhoods of similar density and context

*SMART Objective Example: By 2025, neighborhoods in the service area of similar density and context and reach similar numbers of jobs in 30 minutes by public transit or a similarly affordable service during all times of the day*