

**Capital Area RTCC\_November 9, 2010**  
**Vision, Goals, Objectives, and Performance Measure**  
**Brainstorm Worksheet**

RTCC Vision/Goals/Objectives (2006 Plan)	Comments, Delete, Modify?	Possible Performance Measures	Can RTCC Influence?
<b>Goal 1.</b> Preserve and expand transportation services for the public, especially those services that meet the critical needs of the transportation disadvantaged.			
1.1 Evaluate if coordination among agencies and providers results in a better level of service for existing clients or provides additional services to serve currently unmet transportation needs.			
1.2 Identify the additional transportation resources made available through coordination and a method of utilizing those resources for preservation and expansion of transportation services.			
1.3 Annually evaluate and prioritize transportation coordination opportunities.			
<b>Goal 2.</b> Maintain and improve the quality of transportation services for the public.			
2.1 Identify, adopt, and implement measurement of common performance indicators for a coordinated public transit system.			
2.2 Propose, implement, and evaluate demonstration projects based on the performance indicators.			
2.3 Identify, adopt, and implement minimum training, vehicle, service, operator, privacy, and other safety standards and policies for participants in the coordinated public transit system.			
2.4 Identify and provide annual training opportunities for participants in the coordinated public transit system.			

<p>2.5 Standardize a feedback process to monitor and improve the performance of the coordinated public transit system on an on-going basis; and prepare an annual report on the state of the coordinated system.</p>			
<p><b>Goal 3.</b> Secure formal state and local agency agreements to implement coordinated transportation in the Capital Area.</p>			
<p>3.1 Adopt the Recommended Regional Transit Coordination Plan.</p>			
<p>3.2 Establish formal written agreements among participating agencies and programs outlining the decision-making process for implementing a coordinated system.</p>			
<p>3.3 Secure the resources necessary to implement coordinated transportation services in the Capital Area region.</p>			
<p>3.4 Adopt interlocal, interagency agreements on cost sharing, funding mechanisms, and arrangements for vehicle sharing.</p>			
<p><b>Goal 4.</b> Reduce the duplication of transportation services for the public.</p>			
<p>4.1 Identify and quantify real or potential savings gained from grouping trips funded by two or more agencies or programs.</p>			
<p>4.2 Identify operational and business functions of services that can be combined across agencies</p>			
<p><b>Goal 5.</b> Increase efficiencies in transportation support services for the public.</p>			
<p>5.1 Identify and coordinate maintenance and facility services among agencies.</p>			
<p>5.2 Identify and reduce duplication in administrative services and reporting requirements.</p>			

5.3 Develop a mechanism of regular communications between agencies.			
<b>Goal 6.</b> Increase public awareness of mobility options and improve access to transportation services for the public.			
6.1 Develop and implement a multi-agency marketing plan that advertises the availability of coordinated public transit services.			
6.2 Provide information and gather feedback on transportation coordination activities on a regular basis.			
6.3 Provide targeted training and information materials about available transportation services.			
6.4 Create a user-friendly, single-entry phone and website access for trip planning, eligibility, and reservations.			
<b>Goal 7.</b> Address funding, regulatory, programmatic, and geographic barriers to providing seamless transportation services for the public.			
7.1 Adopt legislative and regulatory changes that remove regulatory barriers and support coordinated public transit services.			
7.2 Develop a consistent cost allocation model and formulas for funding grouped trips that are fair and cost-effective.			
<b>Goal 8.</b> Further the state's efforts to reduce air pollution.			
8.1 Reduce vehicle-miles of travel through the consolidation of trips.			
8.2 Support the state's efforts to purchase more efficient transit equipment and fuels to improve transit vehicle emission characteristics.			
8.3 Promote the use of more efficient technologies through the consolidation of resources.			

8.4 Reduce congestion by reducing the number of transit vehicles in service while carrying the same or greater number of person trips.			
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