

# Mobility Tomorrow

## Goals, Objectives, & Strategies

Goals and objectives derived from the inclusive planning process determine the direction planning efforts should take. In developing a vision for Mobility Tomorrow, it is necessary to plan for the short-term, while also maintaining long-term interests and efforts. The Region 8 Technical and Policy Committees discussed and agreed upon the following long-term goals to keep in mind and work toward:

1. Strengthen coordination by bringing additional stakeholder representatives on board as technical committee members.
2. Continue to participate in county-specific transportation advisory groups or interagency coalitions, and advocate for these types of groups in counties without.
3. Investigate the possibility of a one-call or one-click center for Region 8 to keep up with technology trends and offer ease of scheduling.
4. Offer Buddy Programs, Passenger Assistant Programs, or training programs about how to use transportation systems.
5. Follow emerging guidance at the Federal and State level regarding ride sharing and vehicle sharing, and support these initiatives where possible within Region 8.
6. Explore opportunities for regionwide Sensitivity and Accountability Trainings.
7. Identify high-demand areas that may be best served by a deviated-fixed route, and measure feasibility of these projects.

Taking into consideration consumer surveys, agency and committee member input, discussions at quarterly Region 8 HSTP meetings, and breakout groups, the Region 8 Technical and Policy Committees formulated and approved four short-term goals. Compared to the long-term goals, these short-term goals are more structured as they are the primary target of efforts in the near future.

The short-term goals and objectives for this HSTP follow the SMART (Specific, Measurable, Agreed, Realistic, and Timebound) structure. A goal is defined as an end state that will be brought about by the implementation of the HSTP. Objectives are sub-goals that organize and direct the implementation of the plan in measurable, manageable parts. Each goal is further broken down into several strategies, for which the following factors were determined: performance measure(s), parties responsible, budget implications, staffing implications, obstacles, and benefit or rider impact. **Table 3-1** through **Table 3-4** detail each of the four goals with objectives and strategies for the short-term (three to five years):

1. Promote awareness of transportation options within Region 8 by targeting the general public as well as stakeholders.
2. Improve and increase availability of transportation services in Region 8 for the general public, with a focus on older adults, persons with disabilities, and persons with low-income.
3. Improve user experience and usability of existing transportation services for all riders by addressing barriers to ridership.
4. Strengthen coordination of transportation services and processes in Region 8 to facilitate efficiency, quality of service, and affordability for the end-user.

Table 3-1 Implementation of Short-term Goal #1

<b>Goal #1</b>	<b>Promote awareness of transportation options within Region 8 by targeting the general public as well as stakeholders.</b>		
<b>Objective</b>	Utilize diverse tools such as marketing, websites, etc. to increase the general public's awareness of existing transportation services, and increase ridership by 15% by the year 2020.		
<b>Strategy</b>	Make available and keep current on the ECIHSTP website a database of Region 8 transportation services and social service resources.	Encourage other agencies to include the Region 8 Directory (accessible PDF or link to ECIHSTP website) on websites and/or printed material.	Identify areas of low ridership where need is present, and market existing transportation services to the general public in those areas.
<b>Performance Measure(s)</b>	# of directory views	# of agencies participating	# of marketing checklists completed
	# of updates/year	# of directory views	# of marketing campaigns completed
			Increase in ridership
<b>Parties Responsible</b>	HSTP Coordinator (maintain database)	Social services and transportation agencies	Social services and transportation agencies (implementation)
	Social services and transportation agencies (provide updates to Coordinator)		HSTP Coordinator (provide assistance)
<b>Budget Implications</b>	Staff Time, Website Domain	None	Cost of advertising, printing materials
<b>Staffing Implications</b>	None	None	Material development, distribution of materials, tracking & filling requests
<b>Obstacles</b>	Notification of changes, especially social service agencies not participating in HSTP		Many providers are working at capacity, and increased ridership is not feasible at this time.
<b>Benefits &amp; Rider Impact</b>	Simplified access to information about multiple providers/options.	Ease of finding ride connections and other services available to rider.	Increased awareness of, and access to information about, available transportation services.

## FUTURE CONDITIONS

**Table 3-2 Implementation of Short-term Goal #2**

<b>Goal #2</b>	<b>Improve and increase availability of transportation services in Region 8 for the general public, with a focus on older adults, persons with disabilities, and persons with low-income.</b>		
<b>Objective</b>	Identify and reduce the number of barriers to the general public, with special attention to targeted user populations by 2020 to encourage best use of the transportation services, by collecting 1,500 survey responses regionwide per year.		
<b>Strategy</b>	Survey major employers and unemployment offices in each county to determine unmet employment transportation needs.	Survey major senior centers in each county to determine unmet senior population needs.	Survey users of public transit and human service transportation to gauge unmet needs and opportunities for improvement.
<b>Performance Measure(s)</b>	# of businesses/offices contacted	# of senior community centers contacted	# of providers administering surveys
	# of surveys returned	# of surveys returned	# of surveys returned
	# of unmet needs identified	# of unmet needs identified	# of unmet needs identified
<b>Parties Responsible</b>	HSTP Coordinator (create survey)	HSTP Coordinator (create survey)	HSTP Coordinator (create survey)
	HSTP Coordinator (distribute survey)	HSTP Coordinator (distribute survey)	Transportation agencies (distribute survey)
<b>Budget Implications</b>	HSTP Coordinator (process survey)	HSTP Coordinator (process survey)	HSTP Coordinator (process survey)
<b>Staffing Implications</b>	Survey printing cost.	Survey printing cost.	Survey printing cost.
<b>Obstacles</b>	Staff time for survey preparation and analysis.	Staff time for survey preparation and analysis.	Staff time for survey preparation and analysis.
	Response rate is unknown.	Response rate is unknown.	None
<b>Benefits &amp; Rider Impact</b>	Provide real data about unmet needs that can be addressed to improve service.	Provide real data about unmet needs that can be addressed to improve service.	Provide real data about unmet needs that can be addressed to improve service.

Table 3-3 Implementation of Short-term Goal #3

<b>Goal #3</b>	<b>Improve user experience and usability of existing transportation services for all riders by addressing barriers to ridership.</b>		
<b>Objective</b>	Promote knowledge and comfort of transit for riders, through implementation of 3 additional outreach programs or projects by 2020.		
<b>Strategy</b>	Post ECIHSTP Travel Training Video to websites of transit agencies, human service agencies, and other stakeholders.	Seek interested groups to participate in on-site travel trainings.	Encourage all agencies to adapt guides and other materials for large print, alternate languages, and screen readers.
<b>Performance Measure(s)</b>	# of websites linking video	# of trainings administered	# of agencies with accessible materials
	# of views	# individuals reached	
<b>Parties Responsible</b>	Social services and transportation agencies (post video to websites)	Social services and transportation agencies (provide Coordinator with possible leads)	Social services and transportation agencies (implementation)
		HSTP Coordinator (administer trainings)	HSTP Coordinator (provide assistance)
<b>Budget Implications</b>	None	Cost of trainings	Staff time
<b>Staffing Implications</b>	None	Staff Time (HSTP Coordinator)	Modification of documents as needed
<b>Obstacles</b>	None	Relatively low demand for on-site travel trainings.	Assistance is needed if staff an agency does not have bilingual staff.
<b>Benefits &amp; Rider Impact</b>	Ability for end-users to learn how to use public transit from the comfort of their home.	Increased knowledge and comfort of using fixed-route and specialized transportation services.	Accessible material for all potential riders.

## FUTURE CONDITIONS

**Table 3-4 Implementation of Short-term Goal #4**

<b>Goal #4</b>	<b>Strengthen coordination of transportation services and processes in Region 8 to facilitate efficiency, quality of service, and affordability for the end-user.</b>		
<b>Objective</b>	Improve quality of service by holding at least 4 coordinated events per year establishing a streamlined gateway to training and maintenance procedures by 2020.		Increase efficiency by gaining or expanding 10 additional service contracts that will expand service by 2020.
<b>Strategy</b>	Coordinate trainings & training material throughout Region 8 to ensure plentiful opportunities for agencies to meet training requirements.	Hold a maintenance forum semi-annually to discuss best practices, common issues, experiences, and recommendations.	Explore service contract opportunities between 5310/5311 providers as well as with outside groups.
<b>Performance Measure(s)</b>	# of trainings held	# of forums held	# of service contract opportunities considered
	# of agencies in attendance	# of participants at forums	# of service contracts carried out
	#of staff in attendance	Post-forum evaluations	
<b>Parties Responsible</b>	Agencies (host & attendance)	HSTP Coordinator (plan events)	Social services and transportation agencies (identify possibilities)
	HSTP Coordinator (provide assistance)	Agencies (host & attendance)	HSTP Coordinator (provide assistance)
<b>Budget Implications</b>	Staff Time	Staff Time & lunches for participants	Local match for transportation agencies, possible savings for social services
<b>Staffing Implications</b>	Staff time to attend events	Staff time to attend events	Staff time for meetings
<b>Obstacles</b>	Difficulty sending large number of staff to training simultaneously, during operating hours.	Difficulty sending large number of staff to training simultaneously, during operating hours.	Some transportation agencies are currently working at capacity, limiting availability for contracted services.
<b>Benefits &amp; Rider Impact</b>	Improved customer service and safety.	Improved vehicle maintenance and/or cost savings related to maintenance.	Improved efficiency of services, increased public transit ridership.