

CHAPTER 2

# Strategic Vision

# Strategic Vision

SCTA established a vision statement, as well as goals and objectives to guide development and implementation of the plan. This vision statement and accompanying goals and objectives are based on the previous TDP; goals and objectives from relevant county and regional plans; and input from SCTA staff, stakeholders, and the public. The vision statement expresses what SCTA continually aims to achieve while the goals and objectives provide specific desired outcomes and the actions needed to bring them to fruition. The vision statement along with the goals and objectives lay the groundwork for the recommendations developed for this TDP and position the recommendations in SCTA’s TDP within SCTA’s agencywide vision and goals. In addition to the vision, goals, and objectives, a set of guiding principles also helped guide TDP development. These guiding principles provide a framework for transit service planning.

## Vision

*SCTA provides safe, effective, efficient, and customer focused public transportation services by using resources responsibly and exploring innovative ways to better serve existing customers, meet future demand, and increase the use of public transit in its service areas.*

## Goals and Objectives

GOALS	OBJECTIVES
<b>SAFE</b>	
Provide a safe, secure, and comfortable experience for all customers and transit employees.	<ul style="list-style-type: none"> <li>■ Implement and update SCTA’s Safety Plan and Safety Performance Targets.</li> <li>■ Improve passenger comfort at stops, transit centers, and on-board vehicles.</li> <li>■ Continue to improve security with technology and bus enhancements.</li> </ul>
<b>EFFECTIVE</b>	
Offer a network that links people to the places they need and want to go.	<ul style="list-style-type: none"> <li>■ Connect people to jobs, community services, healthcare, and educational institutions.</li> <li>■ Extend span of service on weekends, evenings, and early mornings for the highest ridership routes.</li> <li>■ Develop hubs or transfer points throughout the network, in addition to downtown transit centers.</li> </ul>
<b>EFFICIENT</b>	
Make riding transit reliable and efficient.	<ul style="list-style-type: none"> <li>■ Improve on-time performance.</li> <li>■ Modify the network to provide routes and schedules that are direct and easy to understand.</li> <li>■ Expand service to new areas where demand is strongest.</li> </ul>
<b>CUSTOMER FOCUSED</b>	
Maintain and improve customer amenities for a positive customer experience.	<ul style="list-style-type: none"> <li>■ Install and maintain signs to identify all bus stops.</li> <li>■ Expand signage and information available at transit centers.</li> <li>■ Ensure bus stops and transit facilities are accessible to all users and have adequate sidewalks, benches, lighting, and other amenities.</li> </ul>

GOALS	OBJECTIVES
<b>FISCALLY SUSTAINABLE</b>	
Operate a service that maximizes available funds and remains well-positioned financially into the future.	<ul style="list-style-type: none"> <li>■ Increase operating revenue by attracting more riders and building pass partnerships.</li> <li>■ Track and manage operating costs.</li> <li>■ Engage in marketing and promotion campaigns that increase awareness and encourage use of transit service.</li> <li>■ Present timely and thorough information regarding the agency's budget and use of public funds.</li> </ul>
<b>INNOVATIVE</b>	
Explore new tools and operating models to maximize service quality and efficiency.	<ul style="list-style-type: none"> <li>■ Make transit information readily available online and in mobile applications.</li> <li>■ Continue to enhance fare payment technologies to make payments as seamless as possible for customers.</li> <li>■ Investigate new service models, such as microtransit service, for areas that have lower transit demand.</li> </ul>

## Guiding Principles

Transit service is most successful when it is easy to use and intuitive to understand. The following principles describe the characteristics of such a transit system.

### SERVICE SHOULD OPERATE AT REGULAR INTERVALS

In general, people can easily remember repeating patterns, but have difficulty remembering irregular sequences. Transit routes that operate less frequently than every 15 minutes should utilize clockface scheduling to the greatest extent possible. With a clockface schedule, each bus arrives at the same time or times each hour. For example, a bus route with 30-minute frequency might arrive at a stop at :00 and :30 each hour throughout a service period. Clockface scheduling significantly enhances transit service usability, as it allows passengers to easily remember when their bus will come without having to rely on paper or online schedules.

### ROUTES SHOULD OPERATE ALONG A DIRECT PATH

The fewer directional changes a route makes, the easier it is to understand. Circuitous alignments are disorienting and difficult to remember. Some deviations from the most direct path of travel are necessary and justifiable given that major destinations are sometimes located off major arterial roadways. However, frequent deviations from the most direct path of travel will increase travel times for the majority of passengers, and thus should be avoided unless there is a strong justification.

### ROUTES SHOULD BE SYMMETRICAL

Routes should operate along the same alignment in both directions to make it easy for riders to know where to catch the bus for their return trip. Providing service on different streets, depending on direction, is sometimes unavoidable due to one-way traffic patterns, but to the extent possible, bus stops for service in opposite directions should be across from one another on opposite sides of the same street. Large one-way loops can also frustrate riders by forcing out-of-direction travel on either the outbound or return leg of

their trip. In most circumstances, transit riders prefer bi-directional services that they have to walk somewhat further to access, over a closer but one-way route.

## ROUTES SHOULD SERVE WELL-DEFINED MARKETS

The purpose of a transit route should be clear. Each route should include strong anchors and serve a robust mix of the types of destinations that tend to generate transit ridership. These include multi-family housing, grocery and retail centers, medical facilities, educational institutions, community and civic centers, and job centers.