

GOALS AND OBJECTIVES

TSP Goals and Objectives

TSP Goals	TSP Objectives
1. Provide an efficient transportation system that supports economic vitality by facilitating the local and regional movement of people and goods.	
2. Provide a transportation system that enhances the health and safety of residents.	
3. Provide a diversified and accessible transportation system that ensures mobility for all members of the community and provides viable alternatives to automobile travel.	3a. Increase transit ridership by improving the quality of available transit service as measured by coverage, hours of service, and frequency.
4. Provide a sustainable transportation system through responsible stewardship of financial and environmental resources.	4g. Increase the number of walking, bicycling and transit trips in the city.

TDP Objectives and Strategies

TDP Objectives	TDP Strategies
1. Make service CONVENIENT	1a. Increase service frequency
	1b. Operate peak period high-frequency service
2. Expand service COVERAGE	2a. Serve additional areas of the city
	2b. Extend service later in the evening
	2c. Add more Saturday service
	2d. Add Sunday service
3. Make service more RELIABLE	3a. Revise schedules and stops to ensure buses run on time

Strategy	Existing	Short-Term	Medium-Term	Long-Term
1a. Increase service frequency	Service Frequency ■ More than 30 minutes ■ 20 to 30-minute service ■ 15-minute service			
1b. Operate peak-period high-frequency service				
2a. Serve additional areas of the city	----	Route 9 – New service along Grant Avenue and Buchanan Ave Route 10 – New downtown circulator		
2b. Extend service later in the evening				
2c. Add more Saturday service				
2d. Add Sunday service	No service			
3a. Revise schedule and stops to ensure buses run on time.	56% <i>(on-time performance)</i>	85%	85%	85%