

APPENDIX A

Vision, Goals, and Objectives

APPENDIX A: VISION, GOALS, AND OBJECTIVES

VISION, GOALS, AND OBJECTIVES



VISION

Provide compelling and competitive transit service that expands transportation choices for current riders, attracts new riders, and equitably supports immediate and long-term mobility in Orange County

GOALS



Enhance

Make it more desirable to take transit

Reliability and competitiveness

- Provide convenient service that appeals to a broad cross-section of Orange County residents
- Make transit travel times in key corridors competitive with the auto
- Improve the reliability of transit trips
- Provide longer hours of service and more weekend service (span, frequency, and routes)
- Develop a network of high-capacity or premium services such as bus rapid transit, light rail, and streetcar to provide attractive transit service and support local land use

Frequency

- Develop a Frequent Service Network that provides frequent (15-minutes or better), all-day service from early morning to late night in major corridors and to major destinations

Quality

- Improve service quality in the highest-demand transit markets
- Develop services tailored to the needs of specific markets

Affordability

- Provide affordable transit choices for Orange County residents

Facility Design and Passenger Comfort

- Provide a comfortable and safe environment for transit passengers
- Improve access to, and the quality of, transit stops and stations



Connect

Connect Orange County's people and places with effective transit

Local and Regional Connections

- Expand service to currently unserved areas of Orange County that have sufficient transit demand and to emerging areas to support new development
- Improve connections to major attractions and destinations
- Improve access to jobs and services to improve economic opportunities for Orange County residents
- Improve transit connections with surrounding counties to develop a stronger regional system

Integration

- Integrate transit services with other complementary modes
- Develop new partnerships and improved service models to better serve markets where fixed-route service is impractical

Multimodal Access and First/Last Mile Connections

- Create great places where modes connect to facilitate seamless integration of Orange County's pedestrian, bicycle, and transit networks
- Strengthen multimodal connections and make it safe and easy to access transit
- Enhance partnerships with shared mobility providers
- Participate in efforts to make streets more complete and transit-friendly

GOALS AND OBJECTIVES



Simplify

Make transit easier to use and more convenient

Legibility

- Provide service that is easy for people to understand and use
- Make it easier for customers to plan door-to-door trips with a seamless menu of travel options among transit services, operators, and other transportation modes
- Take advantage of new technologies to simplify interactions with customers, including fare payment

Education and Information

- Educate Orange County residents, workers, and visitors about available transit services
- Continue to provide transit and mobility information that is readily available, attractive, and easy to understand
- Make real-time schedule information extensively available



Collaborate

Make Orange County a more attractive place to live, work, and visit by providing transit service that supports community priorities

Economy and Development

- Support economic development, including the development patterns envisioned in local, county, and regional plans
- Support the vitality of the county's downtowns, local centers, neighborhoods, and job centers

Environment

- Provide transit services that relieve congestion, improve air quality, and reduce greenhouse gas emissions
- Use transit as a way to enhance healthy, complete communities and compact, livable neighborhoods

Equity

- Use transit to create a transportation system responsive to the needs of people for whom transit is a necessity (e.g., youth, older adults, people with disabilities, low income populations, people without autos)
- Improve the accessibility of transit for older adults and people with disabilities to support their ability to live independent lives
- Develop a sustainable model for paratransit service to provide mobility and independence



Sustain

Create a system that is resilient over the long term

Ridership and Perception

- Get more people riding transit
- Retain existing customers and make it easier for them to take additional trips using transit
- Improve public perception of transit in Orange County

Productivity

- Focus service in areas where it can be most effective
- Develop cost-effective and productive transit services and programs

Funding

- Develop reliable and predictable revenue streams that grow with Orange County's economy
- Invest public resources in a financially responsible manner
- Identify and pursue opportunities for new funding sources, including leveraging private funds

Performance Monitoring

- Continue to monitor performance measures and adjust service and implementation plans as necessary

Partnerships

- Develop services that achieve a high level of public support
- Strengthen existing partnerships, continue to build partnerships, and work closely with communities and businesses
- Develop new partnerships and service models to better serve markets where traditional fixed-route transit is impractical

Flexibility

- Plan for investments in a way that allows OCTA to respond and adapt to changes in the environment for transit