

Strategic Plan

DRAFT 1/30/2013



comparison of old vs new vision & goals

Moving Beyond Congestion	2013 DRAFT Update
Vision	
<p>A world class public transportation system that is convenient, affordable, reliable and safe, and is the keystone of the region's growing business opportunities, thriving job market, clean air and livable communities.</p>	<p>A world-class regional public transportation system that is socially, financially, and environmentally sustainable, providing a foundation for the region's prosperity.</p>
Goals & Objectives	
<p>#1. Provide Transportation Options</p> <ul style="list-style-type: none"> • Provide public transportation choices that link to jobs and deliver cost effective, dependable and on time commutes. • Reduce regional dependence on peak period automobile use, the resulting congestion and impediments to goods movement, and national dependence on oil by increasing the use of public transportation. • Facilitate the use of public transportation for medical, shopping, cultural, educational, and recreational purposes. • Connect communities within Northeastern Illinois and beyond, and facilitate connections among different modes of transportation. • Ensure that the passenger experience is of a seamless public transportation system. 	<p>Goal A: Provide valuable, accessible and attractive transportation options</p> <ul style="list-style-type: none"> • Provide public transportation choices that link to jobs, education, services, cultural activities and other life commitments. • Connect communities within the region through an enhanced and coordinated transit network that provides reliable and time competitive transportation options. • Ensure that the transit system is more accessible, more approachable and easier to use. • Deliver safe, clean, and affordable transportation services. • Modernize the customer experience through technology improvements.
<p>#2. Ensure Financial Viability</p> <ul style="list-style-type: none"> • Ensure the sustained financial viability of public transportation as intrinsic to the region's multimodal transportation system. • Seek investments in public transportation that maximize beneficial returns. • Demonstrate measurable achievement in the provision of clean, attractive, affordable, safe, reliable and convenient public transportation services. • Continually enhance efficiencies through effective management, innovation and technology 	<p>Goal B: Ensure financial viability</p> <ul style="list-style-type: none"> • Prioritize investments in the existing system. • Control costs through improved operational efficiencies, effective management, coordinated planning, innovation and technology. • Increase and stabilize revenue through existing and new funding sources to maintain reasonable fares. • Make investments in public transportation that maximize beneficial returns.
<p>#3. Enhance Livability and Economic Vitality</p> <ul style="list-style-type: none"> • Provide a public transportation system that protects the environment and supports the livability and economic vitality of the region. • Look for new opportunities to: <ul style="list-style-type: none"> ○ Encourage growth in corridors that support existing and planned vibrant and 	<p>Goal C: Promote a green, livable and prosperous region</p> <ul style="list-style-type: none"> • Reduce transit's impact on the environment. • Encourage transit oriented-development by partnering with communities, employers and other stakeholders. • Provide and promote transit as a means for

<p>interconnected centers, discourage sprawl, and reduce the cost of new infrastructure.</p> <ul style="list-style-type: none"> ○ Provide employers with access to a broader workforce, enhancing their competitiveness. ○ Support opportunities to realize economic development goals and plans. ○ Provide mobility to aging populations and people with disabilities. ○ Preserve and provide access to open space and natural resources. 	<p>employers to access a broad workforce and to enhance their market competitiveness.</p> <ul style="list-style-type: none"> ● Partner with communities and other stakeholders to develop neighborhoods with safe access to all users regardless of age, ability or mode of transportation.
<p>#4. Demonstrate Value</p> <ul style="list-style-type: none"> ● Create and sustain public understanding of the benefits of public transportation to individual health and wellbeing, regional economic vitality and sustainability, and as a catalyst for new opportunities for users and nonusers alike. 	<p>Goal D: Advocate and be a trusted steward for public transportation</p> <ul style="list-style-type: none"> ● Engage the public in meaningful and constructive ways. ● Increase transparency through improved oversight and information availability. ● Attract more riders to the system by promoting regional programs and services to businesses and residents. ● Elevate transit’s needs by educating elected officials and citizens on the benefits of public transportation. ● Increase awareness of transit through coordinated marketing and promotion.