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Goals and Strategies

GOALS

For transit agencies and stakeholders striving to achieve mobility for all Oklahomans, it is important to look at goals specifically designed to attain success in statewide mobility. Goals are a critical component to any policy plan, providing an overall context for what the policies are trying to accomplish and how to develop performance metrics to demonstrate progress toward achieving the stated goals. The 10 goals, combined with the mission statement, are designed to make Oklahoma a Top Ten state in public transit.

Ten Goals FOR MAKING OKLAHOMA A TOP TEN STATE

 <p>1. Mobility Enhance public transit for all Oklahomans in every county</p>	 <p>6. Communication, Collaboration, and Coordination Meet statewide mobility needs through stakeholder involvement</p>
 <p>2. Economic Development Ensure public transit for employment, shopping, and tourism</p>	 <p>7. Strategic Funding Increase funding for public transit</p>
 <p>3. Outreach and Education Establish user training and provider education programs</p>	 <p>8. Technology Advancement Utilize technology to improve public transit</p>
 <p>4. Livability Improve quality of life through public transit</p>	 <p>9. Safety and Security Promote safe and secure transit services</p>
 <p>5. Environmental Health Encourage healthy living through public transit</p>	 <p>10. Equity Ensure equitable distribution of public transit services statewide</p>

STRATEGIES AND OBJECTIVES

Strategies provide the mechanisms to accomplish the Plan’s goals and mission statement. Strategies are derived from multiple sources such as stakeholder input, previous plans, and the gaps and needs analysis, and address policies, services, infrastructure, and funding. Action-oriented objectives for each strategy were developed to implement the strategy to accomplish the Plan’s goals.

The 10 strategies are:



Mobility Management



Transit Technology Infrastructure



Sustainability and Environmental Stewardship



Transit Planning Support



Public Transit Service Enhancements



Sources of Funding



Transit Safety Needs



Regional Commuter Needs

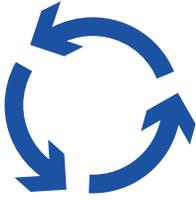


Transit Agency Marketing, Education, and Information



Human Service and Public Transportation Coordination





GOAL ADDRESSED:



Mobility

Mobility Management

As a practice, mobility management involves the creation of partnerships with transportation and transit agencies, usually in a regional setting, to enhance travel options and increase mobility and access for all individuals. This strategy aims to enhance public transit and mobility services for all Oklahomans and in every county by:

- Establishing a statewide mobility management program with a statewide coordinator and regionally-based Mobility Managers.
- Directing regional Mobility Managers to assist transit systems and riders.
- Creating a single source of scheduling information and a coordination platform.



GOAL ADDRESSED:



Environmental Health

Sustainability and Environmental Stewardship

There are many health and environmental benefits from enhanced transit. This strategy aims to increase physical activity levels, reduce air pollution, and provide education about the benefits of transit by:

- Supporting grant opportunities for alternative fuels and the development of alternative fuels and/or electric vehicle infrastructure.
- Identifying opportunities to educate the public and transit agencies on how they can contribute to environmental health through training, and special programs.
- Coordinating active transportation modes, including encouraging public transit operators to accommodate bicycles on their vehicles.



GOALS ADDRESSED:



Mobility



Economic Development



Livability

Public Transit Service Enhancements

Public transit services can be enhanced through several objectives that increase the operating hours of transit, service frequencies, and service areas. Additional programs include improving access and outreach to key existing or potential transit markets. Objectives that support this strategy include:

- Expanding hours and frequency of public transit services to support employment and other mobility needs through increased span of service, weekend service, and frequency.
- Expanding access to shopping, restaurants, and other social/recreational destinations.
- Enhancing service for medical trips.
- Increasing on-demand services.
- Enhancing access to services for individuals with disabilities.
- Improving transit access to allow quality aging in place.
- Developing programs with employers to increase employee transit use.
- Identifying partnership opportunities with non-traditional transit agencies.
- Assisting transit systems as necessary to strategically enhance service with new funding.
- Expanding access to educational destinations and opportunities.



GOAL ADDRESSED:



Safety and Security

Transit Safety Needs

Ensuring transit works for everyone requires promoting safety and the transit rider experience. Maintaining the fleet's SGR, effectively managing emergency responses, and preventing crashes are important elements in meeting transit safety needs. Additional education programs and technology applications foster a culture of safety and cleanliness. Objectives that support this strategy include:

- Ensuring the statewide transit fleet meets SGR.
- Integrating and connecting transit communications with incident management response systems.
- Incorporating transit agencies and personnel into emergency response recovery planning and training activities to support resiliency during and after natural disasters and other emergencies.
- Deploying technologies to reduce transit vehicle crashes with pedestrians, bicyclists, and other vehicles.
- Installing camera and safety device systems on all public transit vehicles.
- Creating a statewide education standard for transit safety and cleanliness.



GOAL ADDRESSED:



Outreach and Education

Transit Agency Marketing, Education, and Information

Becoming a Top Ten state requires building a broad and deep coalition of partnerships, particularly around education and marketing campaigns. It is critical that information is accessible by all individuals. Objectives that support this strategy include:

- Establishing partnerships to create statewide/regional public transit marketing campaigns.
- Creating partnerships to implement training and education programs for all transit agencies statewide regionally.
- Ensuring public transit information is accessible by all individuals.
- Developing statewide/regional travel training program.



GOAL ADDRESSED:



Technology

Transit Technology Infrastructure

Technology can unlock improved coordination and new efficiencies when implemented in a thoughtful manner. Knowledge-sharing across transit agencies, investment in broadband infrastructure, and creating a coordinated platform interface will improve agencies' abilities to deliver enhanced transit services. Objectives that support this strategy include:

- Sharing staff and technology to enable access to technology and resources.
- Developing partnerships to increase statewide broadband service access.
- Supporting transit agency investment in scheduling and dispatch software.
- Creating coordinated platform interface (app) for a single source of scheduling information.



GOAL ADDRESSED:



Equity

Transit Planning Support

Integrated transportation and comprehensive plans, along with effective analysis tools, can be leveraged to enhance mobility to underserved areas and transportation disadvantaged populations. Support and guidance for local agencies will ensure that local transit system plans are consistent with the OPTPP. Objectives that support this strategy include:

- Developing local public transit system plans consistent with the OPTPP.
- Integrating transportation, economic development, housing and land use strategies in comprehensive plans, coordinated service plans, and ODOT’s LRTP.
- Using analytical tools to evaluate implications of funding policies, programs, and projects on underserved areas and transportation disadvantaged populations.
- Providing support and guidance for transit agencies to develop public transit plans.



GOAL ADDRESSED:

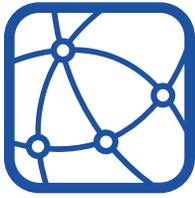


Strategic Funding

Sources of Funding

Achieving the Plan’s 10 goals relies on securing reliable funding sources. Developing diverse and flexible sources of funds requires new partnerships and programmatic funding sources. Objectives that support this strategy include:

- Allowing program and funding flexibility to enhance transit service.
- Establishing partnerships that provide additional funding streams.
- Providing stable funding sources for operating expenses and capital needs.
- Providing stable funding sources for local match.
- Identifying NEMT strategies at a state level to improve service, quality, efficiency, and coordination.
- Identifying programmatic funding sources that may potentially be flexed for public transit operations and capital (i.e. CMAQ, STBG, Toll Credits, etc.).



GOALS ADDRESSED:



Mobility



Economic Development

Regional Commuter Needs

Meeting Oklahoma’s regional travel needs will require a connected network of transit operators to create regional plans and coordinated efforts. Objectives that support this strategy include:

- Creating a statewide connected network of intercity carriers and transit feeders.
- Addressing work trips and mobility needs to/from rural and small urban areas.
- Supporting regional planning efforts to enhance light rail and regional bus services.
- Working with transit agencies to provide the most cost-effective intercity service.
- Identifying “Imagine That” tourism/seasonal routes.

GOALS ADDRESSED:



Mobility



Communication, Collaboration, and Coordination



Livability

Human Service and Public Transportation Coordination

Coordination can ensure transit services are providing increased access to healthcare, food, and other daily needs, to improve the quality of life for Oklahomans. Human services and NEMT providers should work to provide access for all. Objectives that support this strategy include:

- Maximizing NEMT trip coordination for efficient NEMT transportation.
- Coordinating with healthcare providers to better schedule appointments in conjunction with medical needs and transit availability.
- Working with food assistance programs to provide coordinated transportation to food resources.
- Ensuring an effective network of public transit systems across the state through collaboration and coordination of all state agencies with an interest in public transit, all transit agencies and systems, and all stakeholders with an interest in public transit.
- Evaluating coordinated planning region boundaries to align with service patterns.

