

ATTACHMENT 1

SAN ANTONIO REGIONAL COORDINATION PLAN DRAFT GOALS AND OBJECTIVES

The first step in the study process calls for the development of goals and objectives for the project – specifically what outcomes are expected/anticipated. The development of a vision for the region is addressed, followed by goals and corresponding objectives. The study committee is requested to review and comment on these goals. After receipt of comments we will finalize the goals that will guide the study process.

REGIONAL PLAN VISION

Testing Basic Notions - The “Vision” for coordinated transit and human service transportation on a regional scale throughout the Alamo Area must reflect several overarching notions. These notions should be discussed and confirmed at the outset of development of the Regional Planning and Public Transportation Plan effort and should be tested and updated as necessary throughout the development of the Plan as well as in implementation. The three basic notions include:

- A clear customer orientation for planning and operations that is focused on the quality of the travel experience from a customer’s perspective;
- A mutual recognition that some essential policies, functions, and actions must be formulated and carried out on a regional scale, e.g., integrated fare policy, information technology applications, etc., while others must reflect more localized user needs;
- A recognition that opportunities for coordination and integration of services exist on several levels, ranging from sharing funding, expertise, and vehicles where practical (a conventional view) to consolidating operational and management functions (an operational view).

Arriving at Common Directions, State, and Local - As a point of departure, a draft statewide Vision statement, not yet acted upon, has been prepared for the Public Transportation Division of the Texas Department of Transportation (TxDOT). Basic themes from the statewide vision should be reflected in the vision for the Alamo Area Plan in order to reinforce and leverage the regional coordination agenda in partnership with the state. The Vision statement offered as part of the March 2005 TxDOT Public Transportation Division *Draft Strategic Plan (unadopted)*, is stated this way:

“Travel options and access to opportunity are improved and expanded for all Texans, are provided cost-effectively, are used more extensively, and support broader state and local goals for economic growth and enhanced quality of life.”

An Over Arching Theme: Managing Mobility. These ideas noted above can be captured and expressed by embracing a broader sense of shared mission on the part of the Alamo Area Council of Governments (AACOG), the Metropolitan Planning Organization (MPO), and VIA Metropolitan Transit, as principal agents in Regional Plan development. That mission is to seek ways to more effectively ***“manage mobility”*** for the region.

The concept of “mobility management” as a basis for Regional Plan development invites and legitimizes the broadest possible range of actions to meet mobility needs now and in the future. “Managing mobility...”

- includes consideration of all transportation needs in the region;
- includes contributions that can be made to meeting those needs from any and all traditional and non-traditional modes and providers, public and private, in partnership; and
- recognizes that managing mobility will require region-wide policy-making and planning on the one hand, coupled with locally-focused customer-based service design and delivery of human service and other services as needed. Preliminary goals for the Regional Plan are noted below with key associated objectives.

A Regional Plan Vision (Draft)

Residents (including the general public and human service clientele) and visitors to the 12-county Alamo Area will be able to move throughout the region safely, reliably, efficiently, and affordably by using a seamless network of public and private facilities and services that are easy to comprehend, responsive to individual travel needs and easy to access.

Goal 1: Enhance the quality of the customer’s travel experience

- A. Understand the key elements of quality as customers view them.
- B. Measure those elements on a regular basis.
- C. Monitor and report changes in performance across those elements.
- D. Evaluate and prioritize actions that can enhance key elements.

Goal 2: Expand the availability of services to those who are unserved

- A. Monitor the supply of services and changes in travel markets, particularly the market for specialized transportation services.

- B. Identify and prioritize gaps in service.
- C. Evaluate and prioritize alternative approaches to expand service to fill gaps, including coordination.

Goal 3: Increase the cost-effectiveness and efficiency of service delivery

- A. Identify opportunities for enhancing cost-effectiveness and efficiency in operations.
- B. Identify opportunities to coordinate service.
- C. Evaluate and prioritize alternative actions to address these opportunities.
- D. Identify implementation strategies appropriate to the potential cost and benefit of priority actions, e.g. pilot projects vs. wholesale programmatic change.

Goal 4: Establish and sustain communications and decision-making mechanisms among sponsors and stakeholders to guide Plan implementation effectively

- A. Assess and consider policy-making roles and responsibilities for various aspects of Plan execution among service sponsors, providers, and others.
- B. Assess and consider new or alternative options for governance and management of elements of the network.
- C. Educate policy-makers and the public on the need for, value of proposed actions and investments, and the costs of not responding ('doing nothing.')
- D. Advocate Plan actions and investments among decision-makers and the public.