

**Valley Regional Transit
Strategic Plan (FY2013-FY 2018)
Two-Year Update Approved by VRT Board 01/21/15**

Vision

We envision a region with adequate and secure funding to support public transportation options designed to meet the needs of citizens and businesses and to support livable, healthy, and sustainable communities.

Mission

Valley Regional Transit's mission is to develop and manage transportation resources and to coordinate the effective and efficient delivery of safe transportation options to the region's citizens.

Guiding Principles

Develop community benefit in an overall, not just a public transportation, focused manner by enhancing the ability of citizens to make choices for transportation and providing alternative transportation for those who have no choices.

Maximize public investment in transportation options throughout the region to ensure that resources are utilized efficiently and effectively.

Provide connectivity to create ease of services between people, places and transportation modes by ensuring that reasonable ways to connect between different providers and modes are not only available, but are truly easy to understand and easy to use.

Develop a geographic reach to ensure that the concerns of stakeholders, both rural and urban, are thoughtfully integrated into the planning and delivery of transportation options to the greatest degree possible.

Ensure quality customer service by placing the customer as the focal point of our processes and assure that ease of use, flexibility of service, and satisfaction are of paramount concern to VRT, transportation providers, and other partners.

Be action oriented by providing the appropriate sense of urgency not only for immediate transportation improvements, but also for longer range planning efforts, with the ultimate goal of enhanced livability for the citizens of the region.

Work as a team in collaboration with our partners, stakeholders, and the public by demonstrating our willingness to improve how we work together for the benefit of our constituents.

Communicate openly, directly and constantly in an honest manner on all things, always encouraging positive communication, and creating an environment where everyone's contribution to the region is acknowledged and respected.

Priority, Goals, and Strategies

The priority, goals, strategies, and objectives define the general actions to be taken in order for VRT to be successful in the future. These are defined from the high-level view (priority) down to the very specific (objectives). **Priorities** set the focus. **Goals** set the target. **Strategies** state how the goals will be achieved. **Objectives** state what we will do now. Action plans tie back to how resources will be deployed and accountability for results.

Priority 1

Secure stable funding sources to build a regional public transportation system in Ada and Canyon counties.

Priority 2

Expand the public understanding of how a fully implemented regional public transportation system will increase access to transportation for all Ada and Canyon county citizens.

Goal 1

Demonstrate responsible stewardship of public resources.

Performance based decision-making

- Regional Public Transportation Development Plan (TDP)
- Regional public transportation performance measurement system
- Regionwide fare analysis and simplification
- ADA Paratransit Performance Improvement Plan
- 2040 Public Transportation Plan (COMPASS lead)
- Development Guideline Update – Bus Turnout Policy

Increase ridership and revenue

- Coordinated marketing plan and its implementation regionwide
- Transportation Demand Management (TDM) strategies (partnership with Commuteride)
- Boise system Fairview route enhancement and Fairview and State Street routes expanded hours of service
- Kuna services enhancements
- Western Ada and Canyon counties route restructure
- Canyon County Vanpool System

Goal 2

Build community partnerships

Coordinate urban and rural transportation networks

- Community Link – 5310 for Older Adults and Persons with Disabilities
- Mobile Village – Job Access Transportation Network
- Healthcare Access Transportation Strategic Plan
- West Bench Healthcare access pilot project
- Safe Routes to School (Treasure Valley YMCA)

Build advocates for public transportation

- Public Transportation 101 – What is the Return on Investment?
- Regional Outreach Toolkit and Speakers Bureau

Goal 3

Build institutional and regional capacity.

Seamless Customer Information Enhancements

- Phone system enhancements
- Automated Vehicle Locator System integration into 511
- Regional on-line and phone reservation system
- Real-time customer information mobile apps
- Rideshare matching platform (Commuteride)

Technology Improvements

- V-Grants, Federal Grants Management System
- Asset Management – Phase II
- Canyon County fareboxes
- Regional Transit Signal Priority
- Automated Vehicle Locator System
- Fixed-route scheduling system

Secure and Stable Funding Sources

- Public transportation ambassadors and outreach campaign
- Coalitions and partnerships

Regional Capital Enhancements

- Downtown Boise Main Street Station
- Downtown Boise Bike Share System
- Boise operations facility upgrades
- Happy Day Transit Center interior remodel and site improvements
- College of Western Idaho roundabout
- Nampa pedestrian improvements to improve access to transit stops (Nampa)
- Emmett Park and Ride
- Middleton Park and Ride