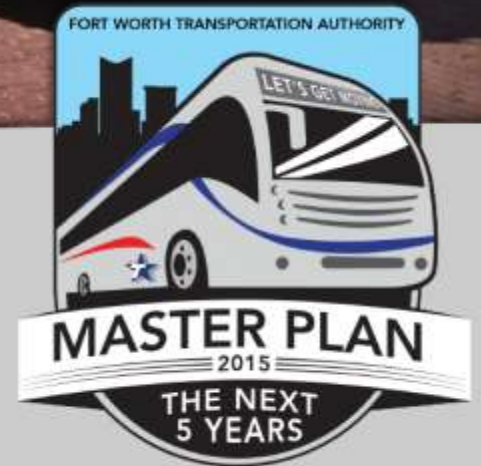




Nelson/Nygaard Consulting Associates

VISION & GOALS

September 22, 2015





VISION, GOALS, AND OBJECTIVES



1. Develop project vision

- Support Tarrant County's preferred future
 - Reflect community feedback
-



2. Develop goals

- High level statements that define the project vision
-



3. Develop objectives

- Specific actions that will accomplish the goals





TMP VISION AND GOALS

Provide compelling and competitive transit service to make Tarrant County more livable and support continued economic growth



ENHANCE

Make transit an attractive choice

CONNECT

Connect people and places

SIMPLIFY

Make transit easier to use and more convenient

SUSTAIN

Create a system that will be successful over the long term





GOAL 1 AND OBJECTIVES

ENHANCE

Make transit an attractive choice

- Provide convenient service with broad appeal
- Provide fast, frequent, direct, comfortable, and reliable service
- Develop premium services
- Provide longer hours of service and more weekend service
- Provide a comfortable and safe environment
- Improve The T's image





GOAL 2 AND OBJECTIVES

CONNECT

Connect people and places

- Expand service to underserved areas with transit demand and to emerging areas
- Develop a Frequent Service Network
- Support regional and local vitality
- Improve connections with surrounding counties
- Continue MITS service
- Integrate transit with other modes to provide safe and convenient access





GOAL 3 AND OBJECTIVES

SIMPLIFY

Make transit easier to use and more convenient

- Design service that is easy to understand and use
- Use technology to make information available
- Provide enhanced public information





GOAL 4 AND OBJECTIVES

SUSTAIN

Create a system that will be successful over the long term

- Focus service in areas where it can be most effective
- Develop cost-effective and productive services and programs
- Provide services that relieve congestion and improve air quality
- Achieve public and political support
- Build partnerships and work with communities
- Pursue new funding sources





DID WE HIT THE MARK?

Provide compelling and competitive transit service to make Tarrant County more livable and support continued economic growth



ENHANCE

Make transit an attractive choice

CONNECT

Connect people and places

SIMPLIFY

Make transit easier to use and more convenient

SUSTAIN

Create a system that will be successful over the long term

