

Draft Goals	Draft Objectives	Draft Performance Measures
Goal 1 – Reliable Transit Service	<ul style="list-style-type: none"> Minimize delays caused by congestion Expedite boarding/alighting 	<ul style="list-style-type: none"> Number of transit supportive facilities Number of station or route amenities to expedite boardings
	<ul style="list-style-type: none"> Reduce trip times compared to local bus 	<ul style="list-style-type: none"> Percent difference between Rapid and local bus trip times
Goal 2 – Maximize Ridership Potential	<ul style="list-style-type: none"> Attract new transit riders and encourage travel mode shift 	<ul style="list-style-type: none"> Number of new areas served by routes Number of new transit connections Number of transit, bike, pedestrian, and amenity improvements
	<ul style="list-style-type: none"> Serve key activity centers, and areas with high concentrations of population and employment 	<ul style="list-style-type: none"> Population within 0.5 miles of stations Jobs within 0.5 miles of stations Number of known activity centers within 0.5 miles of stations
	<ul style="list-style-type: none"> Connect transit-dependent populations with educational institutions and other basic needs 	<ul style="list-style-type: none"> Number of transit-dependent populations within 0.5 miles of stations Number of schools (high school and higher education) within 0.5 miles of stations Number of senior-oriented amenities within 0.5 miles of stations
	<ul style="list-style-type: none"> Enhance multimodal access 	<ul style="list-style-type: none"> Number of people and jobs that can access stations within 15 minutes by bike or microtransit

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	<ul style="list-style-type: none"> Ensure stations are accessible 	<ul style="list-style-type: none"> Number of suggestions from Social Services Transportation Advisory Council (SSTAC) incorporated into the plan
Goal 3 – Safety for All Users	<ul style="list-style-type: none"> Implement service that improves access in safety focus areas 	<ul style="list-style-type: none"> Percent of route within the Regional Systemic Safety Network
	<ul style="list-style-type: none"> Encourage safer vehicle travel speeds 	<ul style="list-style-type: none"> Number of traffic calming measures
Goal 4 – Gain Support through Partnerships	<ul style="list-style-type: none"> Implement context-sensitive strategies 	<ul style="list-style-type: none"> Feedback on conceptual designs from key stakeholders Variety of strategy types along the route
Goal 5 – Cost Effectiveness and Financial Feasibility	<ul style="list-style-type: none"> Cost effective route with high funding feasibility 	<ul style="list-style-type: none"> Qualitative ranking of capital cost Annual Operations & Maintenance cost per rider Connections to existing or planned infrastructure
	<ul style="list-style-type: none"> Identify Transit Oriented Development (TOD) opportunities to fund capital and Operations & Maintenance costs 	<ul style="list-style-type: none"> Redevelopment Potential Index (2021 Regional Plan methodology)