

Chapter Six – Vision, Mission, Goals, and Objectives

In order to develop goals and objectives for the Transit Development Plan, it is necessary to evaluate the needs of the community, support the plans and policies of local governmental agencies and identify areas where operating enhancements and efficiencies can be achieved. This chapter includes St. Johns County's 2012-2021 goals and objectives and the process and activities utilized in their development.

Data Collection and Evaluation

As outlined in the previous chapters of this plan, a significant amount of data collection was conducted to understand the environment in which transit operates in St. Johns County and to evaluate its strengths and weaknesses from the perspective of the community. First, a thorough analysis of St. Johns County demographic and socioeconomic data was conducted for purposes of identifying markets with high propensity for transit utilization, and potential new markets. Second, a comprehensive evaluation of how St. Johns County compares to its industry peers in terms of operating and financial performance to highlight strengths and weaknesses was conducted. Finally, a variety of market research activities were undertaken including: a telephone survey of St. Johns County residents, an on-board survey, and community leader interviews. These activities were designed to gain an understanding of the community's perceptions of St. Johns County Transit, the services it provides, the services most desired by users and non-users of the system and the community's vision for the future of transit in St. Johns County.

Consistency with Other Plans and Programs

During the development of the draft goals and objectives, many of the existing planning related government plans and programs were reviewed for consistency. Plans reviewed included: the St. Johns County Comprehensive Plan, the North Florida TPO's Envision 2035 Long Range Transportation Plan, the NEFRC's SRPP, JTA's Regional Transit Vision, and FDOT's 2060 Florida Transportation Plan.

The goals and objectives developed for the TDP address, for example, the need to pursue the development of transit friendly land use, policies, regulations and land development criteria. This is consistent with the St. Johns County Comprehensive Plan language related to the enforcement of land development regulations that promote transit use.

Recently, FDOT updated the Florida Transportation Plan (FTP) to a horizon year of 2060. The 2060 FTP identifies goals and objectives that will guide transportation decisions in Florida for the next fifty years. Six goals were identified in the plan, including:

- Invest in transportation systems to support a prosperous, globally competitive economy
- Make transportation decisions to support and enhance livable communities
- Make transportation decisions to promote responsible environmental stewardship
- Provide a safe and secure transportation system for all users
- Maintain and operate Florida’s transportation system proactively
- Improve mobility and connectivity for people and freight

Of these goals, three focus on the performance of the transportation system while the other three focus on using transportation to support Florida’s future prosperity and quality of life.

Similarly, The North Florida TPO’s Envision 2035 Long Range Transportation Plan (LRTP) Update includes goals and objectives. These ten goals helped shape the development of the LRTP, including an increased focus on public transportation services for the region. The goals include:

- GOAL A: TO PROVIDE A PROACTIVE TRANSPORTATION PLANNING PROCESS THAT IS OPEN, INCLUSIVE AND ACCESSIBLE TO ALL
- GOAL B: TO KEEP PEOPLE AND GOODS MOVING AND HELP OUR REGION’S ECONOMY GROW
- GOAL C: TO INCREASE THE ACCESSIBILITY OF OUR TRANSPORTATION SYSTEM
- GOAL D: PROMOTE CONSISTENCY WITH THE PLANS OF EACH CITY AND COUNTY, OTHER REGIONAL AGENCIES, AND THE STATE AND RECOGNIZE THE INTER-RELATIONSHIP BETWEEN LAND USE, TRANSPORTATION AND ECONOMIC DEVELOPMENT
- GOAL E: MAXIMIZE THE EXISTING TRANSPORTATION SYSTEM TO MEET THE NEEDS OF TODAY AND TOMORROW
- GOAL F: TO IMPROVE THE CONNECTIVITY OF OUR TRANSPORTATION SYSTEM BY BETTER CONNECTING TRAVEL MODES
- GOAL G: TO PROTECT OUR ENVIRONMENT, CONSERVE ENERGY AND ENHANCE OUR QUALITY OF LIFE
- GOAL H: TO MAKE OUR TRANSPORTATION SYSTEM SAFER
- GOAL I: TO MAKE OUR TRANSPORTATION SYSTEM MORE SECURE
- GOAL J: TO ECONOMICALLY, EFFICIENTLY, AND EQUITABLY EXPAND AND MAINTAIN OUR TRANSPORTATION SYSTEM

After reviewing the goals and objectives of other plans, the current St. Johns County TDP goals and objectives were reviewed for potential modifications, additions, and deletions. The revised goals and

objectives, along with the vision and mission of the St. Johns County Council on Aging's transportation program can be found below.

Vision:

To provide the opportunity for every person in St. Johns County to enjoy wellness, longevity and quality of life choices within a strong, healthy community through the provision of public transportation.

Mission:

The mission of SJCCOA's transportation program is to provide safe, affordable and reliable mobility options to both the general public and the transportation disadvantaged citizens of St. Johns County.

2012 – 2021 TDP Goals and Objectives

GOAL #1:

Define Mobility Market Needs in St. John County and Design Feasible Service Plans.

Objective 1.1:

Develop public transportation services that address the mobility needs of transit dependent customers including major community destinations and medical and health care facilities.

Objective 1.2:

Develop public transportation services with a focus on employment sites.

Objective 1.3:

Develop services designed to link employment opportunities with affordable and workforce housing.

Objective 1.4:

Ensure compliance with the Americans with Disabilities Act (ADA).

GOAL #2:

Maintain and Continuously Improve Customer Focused Service and Products.

Objective 2.1:

Seek input from users and non-users of the system through periodic surveys, focus groups, etc. to evaluate needs and respond with enhancements to programs and services.

Objective 2.2:

Develop passenger amenities that best respond to local conditions.

GOAL #3:

Provide an Effective and Efficient Public Transportation System.

Objective 3.1:

Decrease wait and travel times.

Objective 3.2:

Create better connectivity and travel choices for customers using multiple transfer centers.

Objective 3.3:

Improve frequencies to system routes.

Objective 3.4:

Expand the hours of operation of the Sunshine Bus.

Objective 3.5:

Provide greater accessibility to transit by placing bus stops throughout the service area.

Objective 3.6:

Increase passenger revenues per mile and per hour.

GOAL #4:

Enhance and Improve Multi-modal Connectivity throughout the Region.

Objective 4.1:

Seek opportunities to enhance transfer opportunities among COA services to promote travel efficiencies and effectiveness.

Objective 4.2:

Work cooperatively with neighboring communities to implement services that improve the connectivity between public transportation modes and services.

Objective 4.3:

Work cooperatively with the North Florida Transportation Planning Organization to ensure coordinated regional transportation planning and programming.

Objective 4.4:

Participate in the Northeast Florida Regional Mobility Coalition, a cooperative partnership formed to enhance access to transportation for all persons throughout northeast Florida.

GOAL #5:

Support St. Johns County’s Community Visions for Quality of Life Issues Including Recreation, Growth Management and Overall Public Mobility and Accessibility.

Objective 5.1:

Decrease barriers to mobility and accessibility.

Objective 5.2:

Maintain consistency between transit programs and initiatives and local comprehensive plans.

Objective 5.3:

Pursue the development of transit friendly land use policies and land development criteria.

Objective 5.4:

Coordinate with roadway improvement projects to ensure transit friendly infrastructure is incorporated.

GOAL #6:

Communicate the Role of Transit in St. Johns County.

Objective 6.1:

Enhance the image and visibility of transit in the community

Objective 6.2:

Develop marketing programs with the goal of maintaining and increasing market penetration and developing new market segments for services.

Objectives 6.3:

Develop ongoing outreach programs designed to educate the public about available transportation alternatives.

GOAL #7:

Continue the cooperative culture between St. Johns County, the Council on Aging and other mobility service partners which values respect, integrity, accomplishments and open communication.

Objective 7.1:

Emphasize the team approach and provide a system of communication where information flow freely within and between the mobility service partners.

Objective 7.2:

Ensure employees have the tools and training necessary to fulfill their job responsibilities.

GOAL #8:

Establish the appropriate infrastructure necessary to maintain and expand fixed-route and paratransit services in the future.

Objective 8.1:

Secure land and professional services necessary for the design and construction of a new operating base.

Objective 8.2:

Acquire vehicles and associated equipment for fleet replacement and expansion.

Objective 8.3:

Establish passenger transfer locations in cooperation with property owners.

Objective 8.4:

Establish designated bus stops with signage and shelters as appropriate.