ATN Suggested Changes to Goal 6: A Balanced Transportation Network

Focus: Transit -- Increasing Metro Ridership

Comprehensive Plan policies regarding transit address coverage of service, improving sidewalk connection between neighborhoods, business, and transit stops, and adding amenities to transit stops. There are no policies addressing a major disincentive to using transit: **the lengthy time transit riders must wait for a bus. Most routes are served every 45 to 60 minutes**.

The current Comprehensive Plan contains specific policies to address funding. Although they have not been implemented, they should be retained, as frequency of service is at least as important as the provision of sidewalks and benches to boost ridership.

The current draft contains the following text:

Objective 6.8 – Transportation Demand Management:
Leverage transportation and parking demand management strategies to promote system efficiencies and alternate modes of travel and to spread the travel demand across more hours of the day that result in minimizing impacts on natural resources and neighborhoods and reducing vehicle miles traveled.

Policy 6.8.2 – Increase Transit Ridership:
StarMetro shall identify and implement strategies for increasing transit ridership, including, but not limited to advertising campaigns, easily accessible and accurate rider information, provision of park and ride locations, bus stop improvements, shorter headways, and route revision and expansion through the planning timeframe. Specific strategies should be reviewed and adopted on a 5-year interval including annual ridership reporting and goals, evaluation of gaps in mode shift, and incorporation of emerging technologies

Add the following objective (with an updated target date) and policies:

Objective 2.4: [M] (EFF. 12/15/11) FUNDING OF TRANSIT
By 2012, alternative and innovative funding sources shall be developed to support an effective transit system.
Policy 2.4.1: [M] (EFF. 12/15/11)
Transit shall be regarded as a vital public service with increased funding to allow it to compete with the private automobile on an equal basis.
Policy 2.4.2: [M] (EFF. 12/15/11)
Funding for transit operating expenses should include and should not be limited to the following sources: sales tax, property tax, future charter county surtax, gas tax, impact fees, and the significant benefits program.