BROWARD
COUNTY
Transit
CONNECTED

Goals and Objectives

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2014 - 2023 GOALS

Goal 1 Promote and Advocate Economic Development and Livability Through Transit Investments

Objective 1.1 Advocate regional connectivity by promoting BCT's role as a mobility manager
Objective 1.2 Work to link multimodal transportation and land use decisions
Objective 1.3 Integrate BCT's service planning efforts with other local and regional plans
Objective 1.4 Develop long-range transportation services beneficial to the region

Action 1.1 Promote transit as a benefit to the business community
Action 1.2 Become an active participant in organizations with local and regional partners with a focus on economic development and livability
Action 1.3 Actively work with local communities to ensure that transit is an integral part of the comprehensive planning process
Action 1.4 Monitor development for new transit markets in coordination with local and regional organizations

Performance Measures
Community Bus Passenger Trips
Community Bus Partners
B-Cycle Trips and Stations
Express Service Trips
Passenger Transfers Accepted from Other Transit Agencies
Meetings and Presentations to the Business Community

Goal 2 Make BCT a Transportation Provider of Choice for Current and Potential Customers

Objective 2.1 Increase frequency of service
Objective 2.2 Expand coverage and market share of services
Objective 2.3 Improve productivity of services
Objective 2.4 Improve customer service
Objective 2.5 Maintain proactive communication with customers and stakeholders
Objective 2.6 Improve the perception of public transportation

Action 2.1 Monitor customer complaints on a regular basis and determine trends
Action 2.2 Monitor and improve on-time performance
Action 2.3 Enhance marketing and community involvement campaigns
Action 2.4 Monitor low-performing routes against performance standards
Action 2.5 Invest in capital projects that will improve customer satisfaction and convenience
Action 2.6 Coordinate with regional partners to create an interoperable fare collection system

Performance Measures
On-Time Performance
Total Passengers per Revenue Hour
Peak to Base Vehicle Ratio
Transit Market Share
ADA Accessible Bus Stops
Transit Amenities (Shelters, Bicycle Racks)
Public Meeting and Presentations
Complaints (Fixed Route and Paratransit)
Missed & Abandoned Phone Calls (Fixed Route and Paratransit)
Answered Phone Calls (Fixed Route and Paratransit)
Call Center Wait Time (Fixed Route and Paratransit)
Bus Passes Sold
E-Transit Flash Registrations
Social Media Followers
Website Visits
Travel Trained Customers

Goal 3 Achieve Financial Stability and Efficiency

Objective 3.1 Work with the BOCC and other stakeholders to promote and establish a sustainable, dedicated funding source for transit
Objective 3.2 Ensure business practices provide funding partners and stakeholders with the maximum benefit for their investment
Objective 3.3 Increase farebox recovery and ridership

Action 3.1 Present frequently updated reports on BCT's unfunded programs
Action 3.2 Work with local and regional leaders to develop a coordinated approach to seeking a dedicated funding source for transit
Action 3.3 Actively seek intergovernmental grant funding and policy opportunities for new and expanded services

Performance Measures
Ridership
Cost per Passenger
Farebox Recovery
Subsidy per Passenger
Service Enhancements

Goal 4	**Develop a Workforce that is Highly Qualified, Efficient, and Motivated by Excellence**

Objective 4.1	Attract, recruit, and retain professional, diverse, and skilled employees
Objective 4.2	Develop opportunities for continuous training
Objective 4.3	Promote accountability with a focus on customer service and safety as a culture

Action 4.1	Monitor workplace safety
Action 4.2	Reduce preventable operator accidents
Action 4.3	Implement all aspects of BCT safety and security plans
Action 4.4	Hire a dedicated Safety Manager
Action 4.5	Provide opportunities for supplemental training and employee recognition

Performance Measures

Preventable Accidents
Employee Tenure
Employee Work Days Lost to Injury
Workers Compensation Claims
Number of FTA Random Drug Tests
Number of FTA Random Alcohol Tests
Supplemental Training Events and Conferences
Employee Commendations
On-Time Project Delivery (ETS)
On-Time Incidents/Workorders (ETS)
Internal Customer Satisfaction (ETS)

Goal 5	**Increase and Improve Capital Assets**

Objective 5.1	Improve the quality and replacement schedule of rolling stock
Objective 5.2	Improve the schedule for facilities repair and replacement
Objective 5.3	Perform routine inspections of vehicles, stations, and facilities
Objective 5.4	Practice and promote the enhancement of sustainability as a culture

Action 5.1	Manage the average age of rolling stock to be within FTA guidelines
Action 5.2	Monitor and maintain low mean distance between road failures
Action 5.3	Develop a 20-year capital facilities needs assessment plan and implement budgeting policies to effectuate the
Action 5.4	Create a schedule for capital asset inspections and ensure that critical inspection recommendations are completed in a timely manner
Action 5.5	Develop a program to reduce carbon emissions from rolling stock
Action 5.6	Implementation of agency-wide training on sustainable practices and policies
Action 5.7	Construct all new facilities to "green building" standards for energy efficiency and sustainable design

Performance Measures

Distance Between Mechanical Failures
Preventable Maintenance Inspections
Average Age of Rolling Stock
Alternative Fuel / Hybrid Fleet

Goal 1
Promote and Advocate Economic Development and Livability Through Transit Investments

Performance Measure	Metric	Responsible Party	Target
Community Bus Partners	Total Partnering Community Bus Municipalities	Service and Capital Planning	Maintain 18 Partners Minimum
B-Cycle Trips	Total B-Cycle Trips	Administration	5% Ridership Growth Annually
B-Cycle Stations	Total B-Cycle Stations	Administration	2 New Stations Annually
Transfers Accepted	Percentage of Transfers from Other Transit Agencies	Service and Capital Planning	1.5% Growth Annually
Public Meetings and Presentations	Total Number of Public Meetings and Presentations	Marketing and Communications	Minimum of 120 Annually
Transit Market Share	American Community Survey Transit Market Share	Service and Capital Planning	Exceed 2.7% Market Share

Goal 2
Make BCT a Transportation Provider of Choice for Current and Potential Customers

Performance Measure	Metric	Responsible Party	Target
On-Time Performance (OTP)	Systemwide OTP	Operations	Improve Route-Level OTP per Service Plan and Available Funding
Total Passengers per Revenue Hour	Systemwide Passengers per Revenue Hour	Service and Capital Planning	Maintain 38 PPH Minimum
ADA Accessible Stops	Number of New ADA Accessible Stops	Service and Capital Planning	50 ADA Stops Annually
Transit Amenities	Number of Bus Stops with New Shelters	Service and Capital Planning	50 New Shelters Annually
Transit Amenities	Number of Bus Stops with New Bicycle Racks	Service and Capital Planning	50 New Bike Racks Annually
Complaints	Number of Complaints per 100,000 Boardings	Operations / Paratransit	11 or less per 100,000 riders
Answered Phone Calls	Total Number of Answered Phone Calls	Mkt & Comm / Paratransit	1 Million Annually
E-Transit Flash Outreach	Number of E-Transit Flash Subscribers	Marketing and Communications	3% Increase Annually
Website Visits	Average Monthly Website Visits	Marketing and Communications	Average 300,000 visits per Month
Social Media Followers	Number of "Likes" on the BCT Facebook Page	Marketing and Communications	3% Growth Annually
Travel Trained Customers	Number of Customers Travel Trained	Paratransit	Maintain 140 Annually

Goal 3
Achieve Financial Stability and Efficiency

Performance Measure	Metric	Responsible Party	Target
Ridership	Systemwide Passenger Trips	Service and Capital Planning	1.5% Ridership Growth Annually
Cost per Passenger	Operations Cost per Passenger Trip	Svc Plan / Paratransit	$2.60 / Passenger Trip
Farebox Recovery	Systemwide Farebox Recovery	Service and Capital Planning	Exceed 28% Farebox Recovery
Subsidy per Passenger	Operations Subsidy per Passenger	Service and Capital Planning	$1.60 / Passenger Trip
Bus Pass Sales	Number of Transit Passes Sold	Administration - Finance	3% Growth Annually

Goal 4
Develop a Workforce that is Highly Qualified, Efficient, Productive, and Motivated to Customer Service Excellence

Performance Measure	Metric	Responsible Party	Target
Preventable Accidents	Preventable Accidents per 100,000 miles	Operations	0.75 / 100,000 Miles
Employee Tenure	Percentage of New Hires that Leave BCT Within 2 Years	Human Resources	Less than 20%
Workers Compensation Claims	Number of Workers Compensation Claims	Compliance	TBD
Supplemental Training	Annual Hours of Training per Employee	All Sections	8 Hours Annually
Employee Recognition	Employee Commendations per 100,000 Passenger Trips	All Sections	1 / 100,000 Passenger Trips
Safety Manager	Hire a Dedicated Safety Manager	Compliance	Hire in FY14

Goal 5
Implement Capital Program Plan to Maintain State of Good Repair and Introduce New Technologies

Performance Measure	Metric	Responsible Party	Target
Distance Between Failures	Mean Distance Between Mechanical Failures	Maintenance	Minimum of 14,500 Miles
Preventable Maintenance Inspections	Number of Preventable Maintenance Inspections	Maintenance	Minimum of 2,700 Annually
Age of Rolling Stock	Average Age of Rolling Stock	Maintenance	Maintain 6 Year Average Age
Alternative Fuel / Hybrid Fleet	Percentage of Alternative Fuel / Hybrid Fleet	Maintenance	Maintain 25% Hybrid Fleet
IT Project Delivery	Percentage of IT Projects Delivered On-Time & On-Budget	Enterprise Technology Services	100% of IT Projects
Fare Interoperability	Implement an Interoperable Fare Pilot Project	Enterprise Technology Services	Implement by December 31, 2014
Computer Aided Dispatch / Automatic Vehicle Location	Implement New CAD/AVL System	Enterprise Technology Services	Implement by December 31, 2014

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