

GOALS

OBJECTIVES



Customer Experience:

Increase the efficiency, attractiveness and use of high-capacity transit into, out of and around Central Austin.

- Provide reliable, frequent service.
- Provide a trip that's as good as or even better than driving alone through traffic.
- Provide safe and comfortable transit service, amenities and facilities.



Reliability:

Provide frequent, reliable high-capacity transit service along dedicated right-of-way into, out of and around Central Austin.

- Make the best use of our current transit system and improve that experience by allowing buses to travel in their own dedicated lanes, separate from the rest of traffic.
- Coordinate with existing and planned transit services.
- Establish a more balanced transportation system that encourages walking, bicycling and transit use.



Sustainability:

Contribute to a socially, economically and environmentally sustainable transit network that travels into, out of and around Central Austin.

- Combat the rising cost of living by providing safe, affordable alternatives to car ownership.
- Reduce energy use and minimize the impacts to the natural environment.
- Make using transit easier both for people who rely on transit and for people who simply prefer transit.



Land Use and Policy:

Support "compact and connected" land use and development patterns.

- Encourage compact and connected development by increasing service to and from activity and employment centers.
- Support compact and mixed-use development.
- Incorporate high-capacity transit within regional transportation plans.



Implementation and Operations:

Develop and select community-supported transit projects.

- Choose transit projects that have support from the public and government agencies.
- Define and select transit projects that are cost-effective.
- Ensure the selected projects include funding plans, so that they are able to be built and are affordable to operate.