



A. PUBLIC TRANSPORTATION

GOALS/ VISION STATEMENT

Improve our community's public transportation services so every segment of the population is served efficiently and with an appropriate level of service. Over time various improvements in services and the introduction of new transit technologies will ensure our community views public transportation as a desirable choice for meeting its mobility needs. Public transportation will be able to fill the role of a viable and attractive travel alternative for all residents.

SECTION OVERVIEW

This section of the Multi-Modal Study Report includes the following chapters:

- ◆ **Redefine StarTran's Operational Approach and Increase ServicesC 5**
- ◆ **Create Aggressive Transit Marketing and User Enhancement ProgramC 17**
- ◆ **Establish and Support Special Transportation Services CoordinationC 25**

Each of these chapters is organized in the following manner:

- ◆ Activity Purpose and Overview
- ◆ Activity Description
- ◆ Activity Time Line and Responsibility
- ◆ Activity Resource Needs

The information and suggested action items included in these chapters will help the community achieve the goals and realize the vision of this Public Transportation Section and of the Multi-Modal Transportation Study.



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