

## Agency Name

### Transit Policies and Procedures

<b>Subject</b>	Goals, Objectives, & Performance Measures
<b>Section</b>	Agency Information
<b>Effective Date</b>	
<b>Approved By</b>	
<b>Approval Date</b>	

#### **Purpose**

Identify goals, objectives, and performance measures for the agency's transit program.

#### **Definitions**

*Goal:* A long-term end toward which programs or activities are ultimately directed.

*Objective:* A specific and intermediate milestone that is achievable and allows measurement of progress toward a goal.

*Performance Measure:* A quantifiable indicator used to assess how well an agency is achieving its desired objectives.

#### **Procedure**

Develop goals to support the mission statement. Goals should include topics such as transit convenience, reliability, customer service, safety, outreach, economic impact, environmental protection, and growth.

Identify one or more objectives to accomplish each goal. Objectives should be specific, measurable, achievable, realistic, and timely.

Set measurable performance measures to track the progress toward each objective. Progress can be measured either quantitatively (number of customer complaints) or qualitatively (customer satisfaction ratings).

#### **Responsibilities**

The Transit Director should confer with department directors to develop goals and objectives.

#### **Example**

*Goal:* Enhance the quality of life for Alabama's citizens by providing passenger transportation service, where desirable and feasible, and facilitating greater access to goods and services.

*Objective:* Improve accessibility to major employers, recreational facilities, healthcare, retail centers, and cultural attractions.

This policy or procedure is intended to be used as an example. It should be customized to each transit agency. Review by a legal expert is recommended.

*Performance Measure: Increase transit service route miles to provide service to all major health facilities and within ¼ mile of major employers, recreational facilities, retail centers, and cultural attractions.*