



Goals, Objectives, and Evaluation

Berrien County Transit Service Integration Plan

September 2017

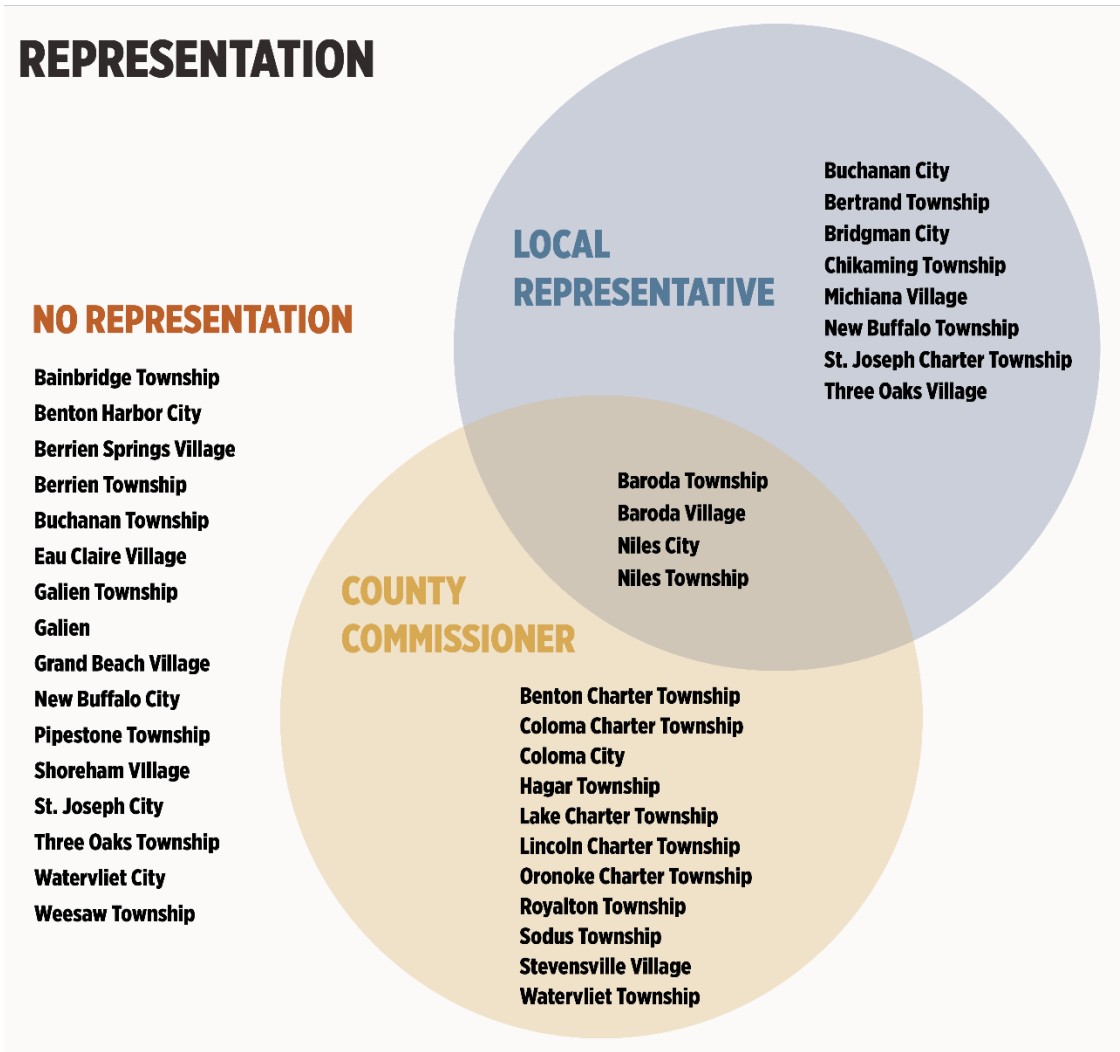


April 2017 Workshop Participants by Sector



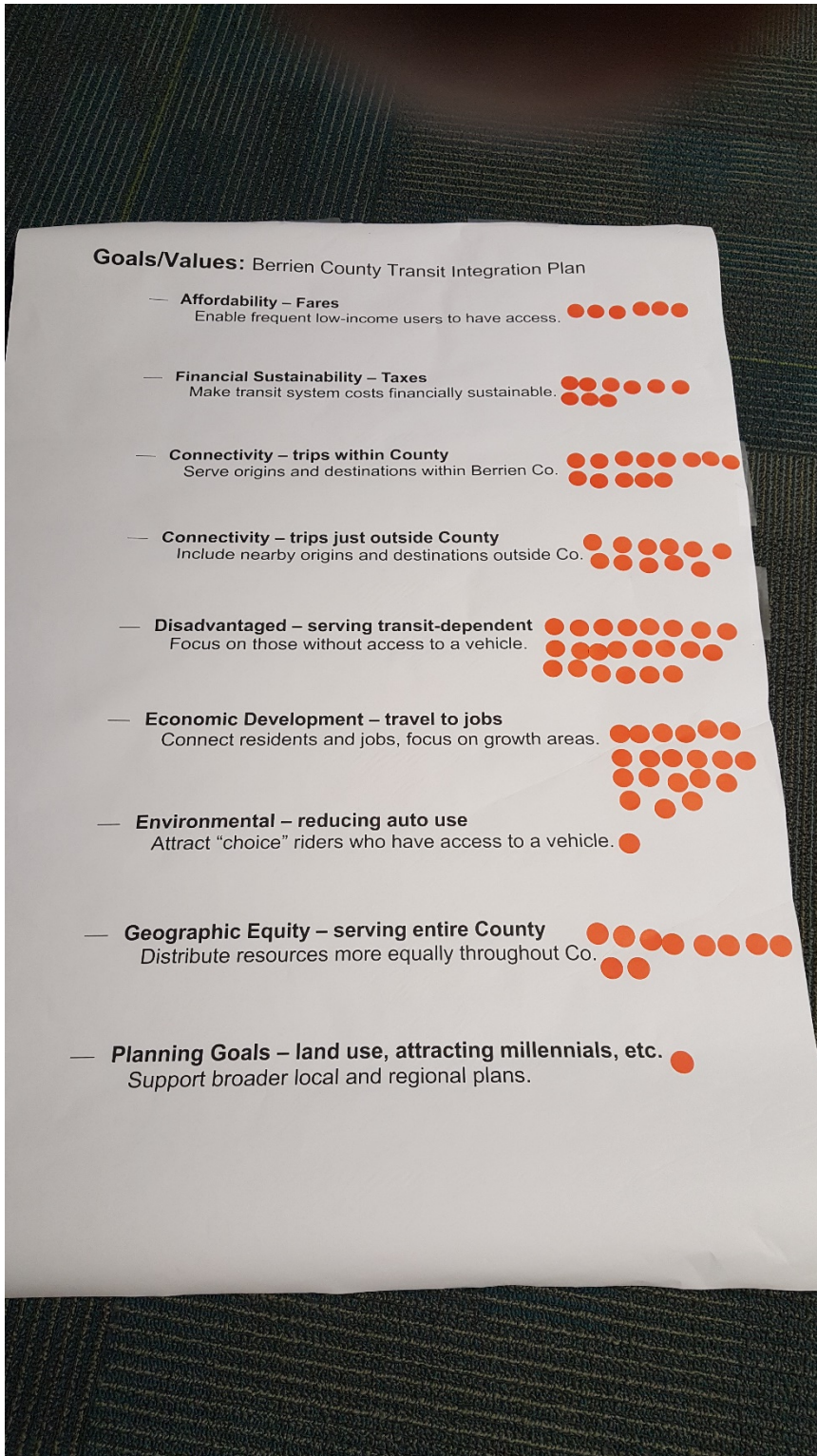
Elected officials representing all of Berrien County were invited and those representing many Berrien County residents were part of these discussions, and are included in the government sector above. The representation by jurisdiction is shown below:

Elected Officials by Jurisdiction in Workshops



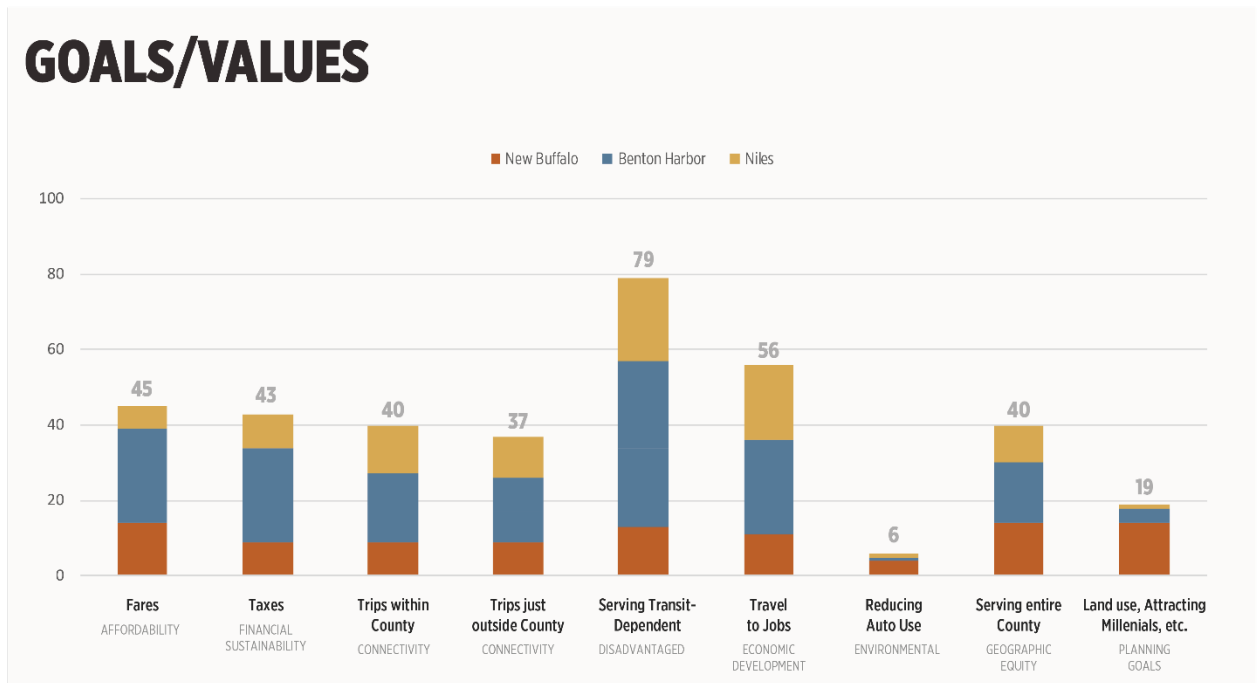
In addition to brief presentations about the project to create a transit service plan for a new county-wide system, and about service planning in general, each 3-hour workshop had time for facilitated discussion and for completing surveys. The following summarizes answers to the question, “What concerns or transportation needs should be addressed by this study?”

Votes from Niles workshop



The tally of all votes from the workshops is shown below:

Total votes for priorities (each participant had 8 votes and could use any distribution)



After the April workshops with invited stakeholders, general public meetings were held throughout Berrien County during May 2017. While the main theme was to solicit feedback on travel needs, surveys were conducted here as well which included questions about priorities and tradeoffs.

From the stakeholder and public discussions, the following recommended goals for the new Berrien County transit system have been defined. These goals are further informed by discussions with the existing transit agencies regarding customer requests, by a review of prior planning studies which have requested public input, as well as the consultant team’s analysis of peer regions and best practices. Some representative public/stakeholder comments supporting each goal are included below:

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Goals and Objectives		Sample Comments
Enhance	Make transit more convenient	
	<p>Objectives:</p> <ul style="list-style-type: none"> ▪ Operate longer hours on weekdays and weekends ▪ Have more frequent scheduled service and/or shorter response times for on-demand service ▪ Make fares affordable ▪ Improve coordination so that trips are easier ▪ Provide better real-time info and more fare payment options ▪ Improve service reliability 	<p>“Timely and affordable options for working people”</p> <p>“More weekend and evening service”</p> <p>“Longer hours, for things like dialysis treatment”</p> <p>“Affordable routes that are able to travel county wide”</p> <p>“Hours for employees and jobs”</p>
Connect	Connect people to places	
	<ul style="list-style-type: none"> ▪ Increase or add service so that all major activity centers are served ▪ Focus on connecting people to jobs ▪ Ensure that major medical, shopping, and educational facilities have good transit ▪ Improve service throughout Berrien County, especially for transit-dependent people ▪ Improve connections with nearby destinations in Michigan City, South Bend and Cass County 	<p>“Better service for seniors”</p> <p>“More transportation in Stevensville”</p> <p>“Easier to get from St. Joe to Niles”</p> <p>“Extending service to unserved areas”</p> <p>“Connecting riders to out of county needs”</p> <p>“The amount of residents with no vehicles”</p>
Simplify	Make transit easier to use	
	<ul style="list-style-type: none"> ▪ Provide clear, consistent info about routes, schedules, and fares ▪ Standardize policies throughout the county ▪ Make information easier to find ▪ Simplify fare structures 	<p>“Make transit easier for people to use”</p> <p>“Simplicity in navigation (i.e. transfers and connecting)”</p>
Sustain	Financial and long-term sustainability	
	<ul style="list-style-type: none"> ▪ Coordinate transit with development and infrastructure 	<p>“Pedestrian use, bicycle use mixed in with public transit”</p>

	<ul style="list-style-type: none"> ▪ Provide services cost-effectively ▪ Utilize emerging mobility options and public-private partnerships ▪ Address unsustainable lack of funding ▪ Increase community support for transit 	<p>“Increased funding to increase coverage and hours”</p> <p>“Needs a broader appeal”</p>
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3 EVALUATION FRAMEWORK

Using the goals and objectives outlined above, the following describes an evaluation framework to assess various scenarios as they are developed during this study, as well as the final recommended service plan for the new integrated transit system in Berrien County. The metrics shown below would be used to rate any scenario for each item, and then to come up with an overall rating of Excellent, Very Good, Good, or Fair.

The criteria listed below would use a mix of quantitative and qualitative factors for establishing a rating.

Goal	Evaluation	Rating
Enhance	Total annual revenue hours of service, combined fixed-route and demand response	Excellent
		Very Good
		Good
		Fair
Enhance	Total projected annual ridership	Excellent
		Very Good
		Good
		Fair
Enhance	New transit passenger trips	Excellent
		Very Good
		Good
		Fair
Enhance	Projected average fare	Excellent
		Very Good

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Goal	Evaluation	Rating
		Good
		Fair
Connect	Ridership to and from vulnerable population neighborhoods	Excellent
		Very Good
		Good
		Fair
Connect	Ridership to new geographic areas	Excellent
		Very Good
		Good
		Fair
Connect	Ridership to jobs and employment centers	Excellent
		Very Good
		Good
		Fair
Connect	Ridership to investment areas	Excellent
		Very Good
		Good
		Fair
Connect	Ridership to key out-of-county destinations	Excellent
		Very Good
		Good
		Fair
Connect	Degree to which new transit service connects largest activity centers	Excellent
		Very Good
		Good
		Fair
Simplify	Number of fare types	Excellent
		Very Good
		Good
		Fair
Simplify	Ease of trip planning	Excellent

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Goal	Evaluation	Rating
		Very Good
		Good
		Fair
Simplify	Number of trips requiring transfers	Excellent
		Very Good
		Good
		Fair
Simplify	Consistency of policies and information	Excellent
		Very Good
		Good
		Fair
Sustain	Operating cost per passenger	Excellent
		Very Good
		Good
		Fair
Sustain	Annualized capital cost per passenger	Excellent
		Very Good
		Good
		Fair
Sustain	Coordination with other county infrastructure improvements	Excellent
		Very Good
		Good
		Fair
Sustain	Degree to which the transit system supports future growth	Excellent
		Very Good
		Good
		Fair

Together, these goals, objectives and evaluation criteria can ensure that the new integrated transit system is designed with the community's values in mind. Berrien County is a unique place with

needs and priorities which are different from other locales. Its new transit system must obtain and maintain community support in order to be viable.