

Principle\Interest	Move people	Be Sustainable (fiscal/environmental)	Be an Active Partner	Link to land use
Focus most on frequent, all day routes that have high productivity (riders/platform-hour).	Ridership improves on routes with higher frequency. By definition, high productivity routes carry more people.	High productivity routes are less expensive to operate. Increased transit usage aids environmental sustainability.	Seek ways to improve transit speed and reliability on the street network.	High productivity routes tend to serve land use that best supports transit. When transit is high quality, it supports compatible development.
Supplement all day routes with peak hour routes (limited stop service) that serve park and rides and connect with centers. Use rider miles/platform-hour as a performance measure.	Peak hour routes should carry many people to their destinations quickly.	Reduce cost of service by focusing on express point to point routes. A fare premium should be charged. Develop Vanpools to serve peak hour markets.	Provide active transportation connections to transit stops and Park & Rides.	Focus service to urban centers.
Recognize a need for equitable distribution of service across the region, and acknowledge that strict adherence to subarea equity may not help meet system wide goals.	Strict performance based allocation is not politically practical	Develop new transit markets through careful allocation of service to less productive areas. Support service delivery methods that increase efficiency.	Cities across the region have to compromise to meet larger goals.	Support areas where land use is changing to be transit friendly.