

# Guiding Principles

The adoption of these guiding principles by the Boards of the MTA and RTA provides policy-level guidance to direct the development of future services and projects.

## Connect



### Connect people to life in Middle Tennessee.

- Provide desirable, reliable and affordable transit choices for Middle Tennesseans.
- Focus additional resources on improving service quality in the highest-demand transit markets.
- Develop new partnerships and improved service models to better serve markets where fixed-route service is impractical.

## Enhance



### Make transit a competitive travel choice for more Middle Tennesseans.

- Make transit travel times in key corridors competitive with the private automobile.
- Improve service frequencies and spans in strong transit markets to a level attractive to consumers.
- Work with outside partners to improve the reliability of transit trips.

## Simplify



### Make transit easy to use.

- Provide service designs that are easy for potential users to understand.
- Adopt technologies that make travel easier.
- Improve access to, and the quality of, transit stops and stations.

## Sustain



### Develop a transit system that complements and advances broader regional goals and is financially sustainable over the long term.

- Improve the accessibility of fixed-route services for senior citizens and persons with disabilities.
- Develop and monitor performance measures with respect to service and adjust as necessary.
- Create a seamless menu of options among transit services, operators and other modes for travelers.
- Develop reliable and predictable revenue streams that grow with the economy of the region.