

Chapter 4 – Goals and Objectives

Goals and objectives guide the planning process and serve as the basis for evaluation criteria to use in the selection of transportation system projects. The first step in developing the goals and objectives began with a series of public meetings held in October and November 2000. These meetings yielded a wealth of input from citizens that reflected varied points of view and indicated a clear desire to provide a good multi-modal transportation system while preserving and improving the region's quality of life.

Citizens were first asked to review the goals and objectives of the currently adopted 2020 regional transportation plan completed in 1998. Several key themes emerged from the comments received from the public:

- Improve access to regional activity destinations for all citizens,
- Promote the use of alternative modes of transportation,
- Protect and enhance the human and natural environments, and
- Improve public transportation.

The comments received from the public meetings, the PPACG web site and telephone comment line were summarized and provided to the various PPACG technical and citizen committees. As part of the deliberations, the advisory committees considered the overall purpose of each goal and whether each objective was:

- A Measurable Objective – An objective that has a component(s) that can be effectively measured,
- An Overall Objective – An objective that provides guidance to the transportation planning process and to overall transportation system development,
- A Specific Recommendation – An objective that is a specific idea that can be considered an alternative or in the formulation of alternatives, or
- A Planning Process Objective – An objective that describes how the planning process should be conducted.

Based on the many discussions during the PPACG committee and public process, the following goals and objectives were approved by the citizen and technical committees and the PPACG Urban Area Policy Committee and Board of Directors for the *Destination 2025 Plan*.

4.1 Mobility Goal: *Plan, develop and maintain a safe and efficient transportation system to meet the present and future mobility needs of the region.*

Mobility Goal Objectives

1. Preserve, maintain, and enhance the existing transportation system.
2. Encourage, promote, and facilitate proactive citizen participation in the long-range planning and implementation process.
3. Identify the major facilities; corridors, and mode transfer points needed to meet the long-term needs of the region.
4. Emphasize transportation system management and operations techniques and travel demand management strategies to maximize efficiency and safety of the existing transportation system.
5. Coordinate and integrate the planning and development of the transportation system facilities to improve accessibility for all users.
6. Plan the regional transportation system in cooperation with the local, state, and federal governmental agencies and in coordination with the transportation systems of neighboring regions.
7. Base the planned improvements to the transportation system upon revenues reasonably expected to be available during the planning period and recommend other needed improvements to be implemented should additional revenues become available.
8. Protect and enhance bicycle and pedestrian safety.
9. Encourage development patterns that facilitate public transportation use and reduce the rate of growth in region-wide vehicle miles traveled.
10. Provide regional multi-modal access to major activity centers.
11. Incorporate the transportation needs of persons with limited mobility options into regional transportation plans.
12. Plan, design, build, and manage the capacity of the transportation system to be consistent with approved land use and transportation plans.

4.2 Environmental Goal: *Create and maintain a healthy and pleasant living environment.*

Environmental Goal Objectives

1. Preserve and enhance regional air quality.
2. Minimize the adverse impacts of storm water runoff from transportation facilities.
3. Support land use planning decisions that facilitate the orderly expansion of and minimize impacts to the existing transportation system.
4. Minimize noise and other adverse transportation related impacts on residential areas.
5. Protect residential neighborhood integrity by minimizing the volume of traffic that is generated outside of a neighborhood from traveling through the neighborhood.
6. Promote compatibility between transportation facilities and adjacent land areas through comprehensive planning, design, implementation, and proper maintenance.
7. Preserve and enhance scenic transportation routes and vistas.

8. Promote conservation of energy resources through enhancement of all modes of transportation.
9. Encourage public information programs on transportation-related environmental issues.

4.3 Alternative Modes Goal: *Develop and promote transportation modes offering alternatives to the single-occupant automobile.*

Alternative Modes Goal Objectives

1. Develop a convenient, cost-effective public transportation system to serve the mobility needs of all segments of the population to and from major regional destinations.
2. Develop, promote, and maintain existing and planned pedestrian and bicycle networks.
3. Encourage the use of High Occupancy Vehicles (HOVs): buses, vans, and carpools.
4. Examine the feasibility of developing alternative modes such as commuter rail, light rail and bus rapid transit.
5. Encourage member governments to integrate planning for alternative transportation modes within the local land use planning process.
6. Develop and promote mode transfer points, e.g., park-and-ride facilities, bike-on-bus to enhance the use of alternative modes of transportation and the development of an intermodal transportation system.
7. Provide for the safe interaction between all modes of transportation.

4.4 Implementation Goal: *Implement and maintain the planned transportation system in a coordinated and cost-effective manner.*

Implementation Goal Objectives

1. Protect and enhance the service level of the transportation system.
2. Require advance right-of-way reservation, corridor preservation and dedication for transportation facilities through the local government land development process and other means.
3. Support public transportation, e.g., bus, rail, as an essential public service.
4. Pursue funding sources to address deficiencies in the transportation system, which cannot be corrected through development-related construction or user pay principles
5. Encourage adoption of the Regional Transportation Plan by all general-purpose governmental units, which conforms to all state and federal rules and regulations.
6. New development should implement approved transportation plans and provide the transportation improvements needed to accommodate that development.
7. Give implementation priority to planned major transportation improvements that would reduce traffic impacts on existing neighborhoods and infrastructure.
8. Minimize the disruption to established neighborhoods and businesses in the construction of new or expanded transportation facilities.
9. Encourage public information programs on safety, rules of the road and alternative modes.