

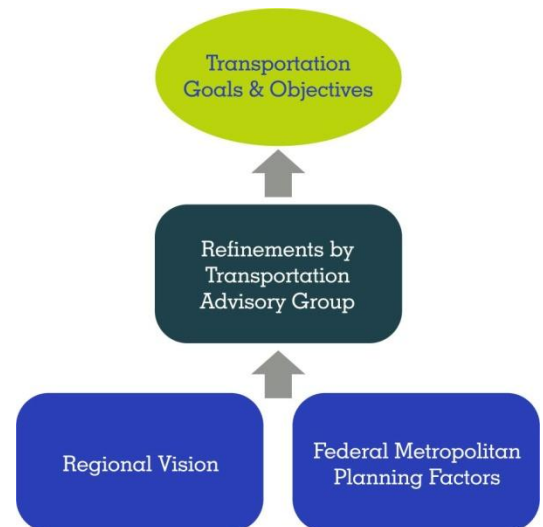
CHAPTER 3 – TRANSPORTATION GOALS AND OBJECTIVES

3.1 Introduction

Establishing well-defined goals and objectives early in the process is critical to the success of any plan, since they will serve as the litmus test for all potential improvements and strategies. The Goals and Objectives of the Long Range Transportation Plan (LRTP) are rooted in the *Regional Vision* (see Chapter 2) and in the Federally mandated *Metropolitan Planning Factors* (see below).

3.2 Goals and Objectives Development Process

The development of the *Regional Vision* served as the initial step in developing the region's transportation goals and objectives. Building off of the community's vision for the region, through a process led by the Transportation Advisory Group (TAG), the region's vision, goals, objectives, and principles were translated into specific goals and objectives for the region's transportation system (see Chapter 1 for a definition of the TAG). Additionally, key measurements needed to determine progress toward each objective also were identified.



Metropolitan Planning Factors

SAFETEA-LU and MAP-21 Section 5303

Federal law emphasizes eight areas that Metropolitan Planning Organizations (MPOs) and states should consider when developing their plans.

The metropolitan planning process for a metropolitan planning area...shall provide for consideration of projects and strategies that will:

- a. Support the economic vitality of the metropolitan area, especially by enabling global competitiveness, productivity, and efficiency.
- b. Increase the safety of the transportation system for motorized and non-motorized users.
- c. Increase the security of the transportation system for motorized and non-motorized users.
- d. Increase the accessibility and mobility of people and for freight.
- e. Protect and enhance the environment, promote energy conservation, improve the quality of life, and promote consistency between transportation improvements and State and local planned growth and economic development patterns.
- f. Enhance the integration and connectivity of the transportation system, across and between modes for people and freight.
- g. Promote efficient system management and operation.
- h. Emphasize the preservation of the existing transportation system.

The TAG was engaged at several points in the process to assist in the development and refinement of the transportation goals and objectives. At the May 17, 2012 TAG kickoff meeting, TAG members were introduced to the findings of the regional visioning process and asked to assist in developing preliminary goals, objectives, and measures for the LRTP.



Based on the *Regional Vision*, the *Metropolitan Planning Factors*, and initial input received from the TAG, first draft transportation system vision, goals, objectives, and measures were distributed electronically for review and comment by the TAG on June 21, 2012. The TAG could submit comments by whatever means they wanted. An online survey link was provided as a convenient option for the TAG members to provide feedback.

The goals were refined based on TAG feedback received and presented again to the TAG at a June 28, 2012 meeting. Additional feedback was requested and incorporated into the first draft of the LRTP recommendations which were distributed to the TAG on November 8, 2012. No additional comments on the goals and objectives were received. The goals and objectives were made available for public comment on the MPO website and presented at the December 5, 2012 public open house. No negative comments specific to the goals and objectives were received from the public.

3.3 Regional Transportation Vision, Goals, Objectives and Measurements

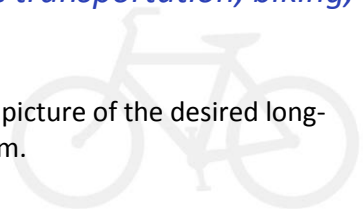
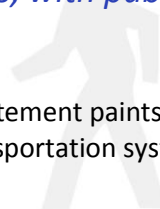
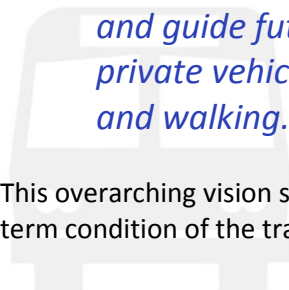
Transportation Vision Statement



The following transportation vision statement has been established, based primarily on the *Regional Vision* articulated through the *Crossroads* regional visioning process:

The Morgantown Monongalia area will have a complete and attractive transportation system with reduced congestion. The system will support and guide future growth by integrating the use of private vehicles, with public transportation, biking, and walking.

This overarching vision statement paints a picture of the desired long-term condition of the transportation system.



Goals, Objectives, and Measures Defined

The following definitions describe the scope and intent of the goals, objectives, and measures in this plan.

<p>Goals are far-reaching statements of intent, often generalized and somewhat conceptual. An example goal of a transportation plan might be “to provide a more efficient transportation system.” This example goal would communicate an intention, but the goal cannot be directly quantified or measured to determine the relative success of plan outcomes.</p>	<p>Objectives are more focused statements of specific measures or procedures, typically more tangible statements of approach related to attaining the set goals. An example objective of a transportation plan could be “to reduce automobile travel time and delays on the roadway system.” This example objective offers a concrete means of determining the relative success of plan outcomes.</p>	<p>Measures indicate the conditions that need to be quantified to determine if an objective is being met. For example, travel times in key corridors could be measured to determine if there is a decrease (or increase) in travel times over a specific time period.</p>
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While the “Measures” indicated for each of the goals are intended to be truly measurable, the effort and cost to quantify all of the identified measures on a continuous basis would be a nearly impossible undertaking for the MPO and/or other agencies and organizations. It will be necessary to prioritize the measures and build the data collection and analysis, for those deemed most important, into annual programs, the Unified Planning Work Program (UPWP), project before and after studies, etc.

The following eight transportation goals, with objectives and measures, are the culmination of the process described and should guide transportation planning in the region. The numbering of the goals is in no way an indication of priority or a ranking of importance.



Goal #1: A multimodal transportation system that efficiently moves people and goods

OBJECTIVES	MEASUREMENTS			
Objective 1A: To eliminate/reduce current congestion and multimodal traffic flow restrictions on arterial and collector roadways	Change in delay and travel time for pedestrians	Change in delay and travel time for bicyclists	Change in delay and travel time for automobiles	Change in delay and travel time for bus and Personal Rapid Transit (PRT)
Objective 1B: To ensure that future development and related transportation improvements address capacity and connectivity needs proactively rather than reactively	Change in number of transportation improvements built prior to and concurrently with growth and development (rather than reactive to)			
Objective 1C: Improve ingress/egress to the most densely developed/highest activity areas of region (the core)	Change in time to travel to and from core	Change in number of people traveling to and from core	Change in number of routes and connection options to and from the core (all modes)	
Objective 1D: Provide adequate transportation capacity and access to support current businesses	Change in access to current clusters of businesses	Change in travel time to current clusters of businesses		
Objective 1E: Focus capacity improvements for all modes in areas of desired future growth and development that support the public’s vision for the region	Change in number of improvements planned, designed, and/or constructed in areas of desired growth		Change in amount of growth and development in areas identified as priority areas in regional vision	



Goal #2: A transportation system in which all modes are highly integrated and connected

OBJECTIVES	MEASUREMENTS		
Objective 2A: To allow for convenient transfer from one mode to another in the region (i.e. biking to bus, vanpooling to bus, etc.) to maximize travel efficiency	Change in number of multimodal trips	Change in travel time / travel delay for trips	Change in cost of travel
Objective 2B: To encourage the use of the most efficient mode based on the distance and characteristics of a particular trip	Change in number of people walking for trips one-mile or less	Change in number of people bicycling for trips 10-miles or less	Change in number of people riding the bus and PRT for all trips
Objective 2C: Increase the geographic area in which people have convenient access to non-automobile modes	Change in number of travel options to individuals in all populated areas	Change in the area of the county served by non-auto transportation modes	
Objective 2D: Reduce reliance on automobile for travel	Change in number of person trips by non-automobile modes	Change in auto ownership	
Objective 2E: Better serve those who do not/cannot own and drive a personal automobile	Change in number of opportunities to travel for those who do not drive	Change in travel times for those who do not drive	
Objective 2F: To allow for efficient transfers of goods between modes (air, pipeline, river, rail)	Change in quantity of people and goods transferred by these modes		
Objective 2G: Improve and expand infrastructure for pedestrians, bicyclists and people with disabilities	Change in linear feet of sidewalks that connect destinations/attractions	Change in number and length of bicycle routes that connect destinations/attractions	Change in number of fully accessible (per Americans with Disabilities Act [ADA] guidelines) transportation options and facilities
Objective 2H: Increase use of existing rail-trails for transportation purposes	Number of trail users with trip purposes of commuting, shopping, entertainment		



Goal #3: A multimodal transportation system that safely moves people and goods

OBJECTIVES	MEASUREMENTS	
Objective 3A: To minimize crashes, especially injury/fatality crashes, by 50% through improvements to high crash locations, improvements to local enforcement of traffic laws, and education of transportation system users	Change in frequency and rate of crashes (all modes)	Change in frequency of injury/fatality crashes (all modes)
Objective 3B: To ensure that future growth and related transportation improvements address transportation safety needs in planning and design	Change in crash frequency and rates in areas affected by development and growth	Transportation improvements built prior to and concurrently with growth and development (rather than in reaction to growth)

Goal #4: A transportation system that maximizes the efficiency of freight movement through and within the region with minimal impacts on neighborhoods and campus areas, especially areas of higher bicycle and pedestrian demand

OBJECTIVES	MEASUREMENTS		
Objective 4A: Reduce truck traffic in residential neighborhoods and on other streets where significant numbers of bicycles and pedestrians are present	Change in number of trucks in neighborhoods	Change in number of trucks in other pedestrian/bicycle activity areas	
Objective 4B: Improve truck access to key industrial areas	Change in time to deliver freight	Change in amount of freight moved	Change in number of freight-dependent industries
Objective 4C: Increase options for freight movement that minimizes truck traffic on non-interstate roadways	Change in amount of freight moved by non-truck mode		

Goal #5: Greater collaboration between local agencies, state officials, and private interests in the pursuit and funding of transportation improvements

OBJECTIVES	MEASUREMENTS		
Objective 5A: More effective and less costly transportation improvements by capitalizing on common goals and needs between communities and agencies in the region	Change in number of policies and projects co-sponsored by multiple jurisdictions	Change in number of projects funded by multiple jurisdictions	Change in number of projects that physically cross jurisdictional lines
Objective 5B: Higher quality transportation system improvements due to cost sharing and collaboration	Change in the ratio of funding by state sources versus local sources for projects	Change in public opinion related to quality of transportation improvements	Change in number of projects and programs jointly funded by multiple jurisdictions
Objective 5C: Transportation improvements that support the public's long-term vision for the region	Change in number of regional goals supported by projects	Change in public satisfaction related to transportation projects	

Goal #6: A transportation system that is attractive, sustainable, and livable			
OBJECTIVES	MEASUREMENTS		
Objective 6A: Integrate the local context of the area into the planning, design, and construction of transportation improvements	Change in the quality and livability of the built environment	Change in public satisfaction related to transportation projects	Change in property values
Objective 6B: Include sustainability features in design of transportation improvements that minimize environmental impacts	Change in storm water runoff due to transportation infrastructure and runoff related to vehicular byproducts	Change in vehicle emissions impact on air-quality	Change in negative impacts to environment due to transportation
Objective 6C: Address multimodal system needs in all planning, design, and construction of transportation improvements	Change in number of non-automobile focused transportation projects planned, designed, and constructed	Change in comfort, safety and convenience for travel (all modes)	

Goal #7: Reduce automobile trip demand, especially during peak travel hours			
OBJECTIVES	MEASUREMENTS		
Objective 7A: Reduce the need to construct costly transportation and parking infrastructure improvements	Change in project funding required to meet the region's transportation and parking needs		
Objective 7B: Invest in transportation improvements that encourage and support development/land use patterns that decrease need to travel	Change in number of projects that support mixed-use, transit oriented, and non-auto centric land development		
Objective 7C: Reduce automobile emissions and improve air quality	Change in air quality measures		
Objective 7D: 50% increase in trips made by walking	Change in walking trips		
Objective 7E: 5% of all trips made by bicycle by 2025	Change in bicycle trips		
Objective 7F: Increase number of trips made by public transit by 200%	Change in bus trips	Change in PRT trips	Change in other public transit trips
Objective 7G: Increase work telecommuting and virtual lectures (WVU)	Change in number of employees working from home or other remote locations	Change in number of students taking classes remotely	Change in person trips to/from work and classes
Objective 7H: Increase average vehicle occupancy by 50%	Change in average number of occupants per vehicle		

Goal #8: A multimodal transportation system that enhances the homeland security of the region	
OBJECTIVES	MEASUREMENTS
Objective 8A: Heighten awareness of homeland security needs related to transportation	Change in occurrences of security issues being considered
Objective 8B: Improve understanding of critical transportation system-related homeland security issues in the region	Change in knowledge of critical homeland security issues
Objective 8C: Incorporate homeland security needs in transportation project planning, design, and construction	Change in number of projects and policies that include homeland security considerations



3.4 Correlation of the LRTP Goals and Objectives with the Federal Planning Factors

Table 3-1 illustrates the close correlation between the LRTP goals and objectives, and the federally required planning factors indicating that this plan is consistent with federal requirements in terms of its goals and objectives.

Table 3-1. Correlation of LRTP Goals and Objectives with the Federal Planning Factors

Federal Planning Factors	LRTP Goal							
	1	2	3	4	5	6	7	8
a. Support the economic vitality of the metropolitan area, especially by enabling global competitiveness, productivity, and efficiency.	X	X		X	X	X	X	
b. Increase the safety of the transportation system for motorized and non-motorized users.	X		X	X	X	X	X	
c. Increase the security of the transportation system for motorized and non-motorized users.		X			X			X
d. Increase accessibility and mobility of people and for freight.	X	X		X	X	X	X	
e. Protect and enhance the environment, promote energy conservation, improve the quality of life, and promote consistency between transportation improvements and state and local planned growth and economic development patterns.	X	X	X	X	X	X	X	
f. Enhance the integration and connectivity of the transportation system, across and between modes, for people and freight.		X		X	X	X	X	
g. Promote efficient system management and operation.	X	X		X	X	X	X	
h. Emphasize the preservation of the existing transportation system.	X	X	X		X	X	X	