

JACTS

Goals & Objectives

The development of goals and objectives for any planning effort is one of the first and most important steps to be taken. The goals and objectives reflect the values and principles of the people in the area. They can also be used as a barometer of the quality of life expected by those individuals. Finally, the goals and objectives are also a means of measuring the relative success of implementing the proposed plan.

The goals and objectives presented below are intended to apply not only to the Jackson 2040 Long Range Transportation Plan, but are also meant to guide the entire metropolitan transportation planning process. For this reason, the goals and objectives are sometimes more specific than the final conclusions. However, this specificity will become important during subsequent studies which will be completed after adoption.

It may appear that some of the goals and objectives may compete or conflict with each other. This occurs because the list presented below is comprehensive in nature and is designed to accommodate several different types of situations. When applying these goals and objectives to any effort, the decision makers will need to make trade-offs between different goals and objectives.

In previously adopted Long Range Plans, new goals were developed based on planning factors identified in federal legislation. Because of redundancy, it was decided that the legislated planning factors should be used as the goals for this update. Objectives were then developed to meet these goals. The following goals have been vetted, analyzed as appropriate, and reflected in the JACTS long range planning process.

New federal legislation, "Moving Ahead for Progress in the 21st Century" (MAP-21), was signed into law by President Obama on July 6, 2012. This two-year bill maintains the current planning factors, but enhances them by requiring performance measures. The following goals and objectives include the required performance measures.

SAFETY AND SECURITY

Increase the safety and security of the transportation system for motorized and non-motorized users.

Goal **1**

Objectives:

- a. Reduce vehicular crashes and eliminate hazardous locations.
- b. Utilize standard traffic control devices to increase efficiency and safety.
- c. Minimize rail/auto/transit conflicts and commercial/non-commercial vehicle conflicts.

- d. Minimize motorized/non-motorized conflicts.
- e. Maximize the safety and security of its patrons.
- f. Increase access to crash incidences and/or disabled vehicles.
- g. Utilize state-of-the-art measures to increase pedestrian safety.
- h. Contribute to the reduction of traffic volumes.
- i. Improve the handling of hazardous materials movement.
- j. Continue to administer funding through the Jackson Traffic Safety Program to improve all aspects of safety on the transportation system in Jackson County.

Performance Measures:

- 1. Crash rate statistics can be used to compare crash rates for Jackson County to statewide rates over time.

ACCESSIBILITY AND MOBILITY

Increase the accessibility and mobility options available to both people and freight.

Goal **2**

Objectives:

- a. Minimize transportation barriers which put at a disadvantage the physically challenged, senior citizens, and persons who do not have automobiles available, or have limited economic means.
- b. Provide appropriate access, via motorized or non-motorized transportation, to and from major land uses and activity centers within Jackson County.
- c. Provide all travelers in the community with reasonable access to important destinations, such as residences, employment, recreation, community facilities, and commercial centers.

Chapter 2

Goals & Objectives

JACTS

- d. Provide enhanced, new capacity, or new accessibility to the transportation system to move freight and enhance the range of freight service options available.
- f. Enhance or increase bike lanes and sidewalks.
- g. Design the transportation system to operate at the highest level-of-service which can be reasonably provided.

Performance Measures:

1. Accessibility of the transportation system to all users.

PRESERVATION

Emphasize the preservation of the existing transportation system.

Goal **3**

Objectives:

- a. Preserve and maintain the existing transportation infrastructure at the highest possible level – based on the policies and goals of all implementing jurisdictions.
- b. Implement management systems which foster preservation and coordinate at all levels within Jackson County. Use the outputs in the needs identification component of the planning process.
- c. Contribute to better system maintenance.
- d. Emphasize system rehabilitation rather than expansion, except for the provisions of the I-94 Modernization Study.
- e. Incorporate new technologies.

Performance Measures:

1. Percentage of PASER conditions of roads, by jurisdiction and National Functional Classification.

COMMUNITY IMPACT AND ENVIRONMENT

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.

Goal **4**

Objectives:

- a. Minimize interference of the transportation system with existing households and disruption of neighborhoods to ensure transportation projects do not disproportionately affect low-income and minority populations.
- b. Minimize negative effects on commercial and industrial facilities as well as recreational, cultural, religious, and educational activities as transportation improvements are made.
- c. Preserve historic sites and districts and ensure minimal impact if necessary.
- d. Conserve prime agricultural resources and open spaces.
- e. Reduce vehicle emissions and noise, including greenhouse gases and air pollutant concentrations.
- f. Minimize energy resources consumed for transportation.
- g. Add to the convenience and/or efficiency of the system.
- h. Minimize disruption to wetlands and/or other natural habitats.
- i. Enhance the development of brownfields.
- l. Encourage the use of alternative fuels.
- m. Maximize quality and minimize quantity of storm water run-off.
- n. Actively pursue techniques aimed at multiple-occupant vehicle use and spreading travel demand to non-critical times of the day.

Chapter 2

Goals & Objectives

JACTS

Performance Measures:

1. Ensure MPO compliance with State and Federal laws, i.e., the Clean Air Act.
2. Identify potential environmental mitigation issues by acquiring, creating, and updating, as needed, geographic information system data layers, for use by the implementing agencies.

INTEGRATION AND CONNECTIVITY

Enhance the integration and connectivity of the transportation system across and between modes for people and freight.

Goal **5**

Objectives:

- a. Develop transportation services consistent with area land use, housing, water quality management, recreation/open space, and other relevant plans, as well as economic development initiatives.
- b. Ensure the transportation system is multi-modal and intermodal in character and provides a smooth interface among different modes.
- c. Encourage local land use policies and practices and appropriate access management and right-of-way preservation to meet the future needs of the transportation system.
- d. Improve intermodal connectivity for all people.
- e. Improve intermodal connectivity for freight.
- f. Enhance the information/telecommunication networks that integrate freight and people.

ECONOMIC VITALITY

Support the economic vitality of the metropolitan area, especially by enabling global competitiveness, productivity, and efficiency.

Goal **6**

Chapter 2

Goals & Objectives

JACTS

Objectives:

- a. Encourage job employment retention, attraction, and expansion in Jackson County by providing the most efficient transportation system possible.
- b. Ensure transportation improvements are cost-effective and maximize the long term benefits by considering the overall life cycle costs.
- c. Minimize capital and operating costs for all modes.
- d. Ensure the scale and character of transportation improvements is consistent with the ability to finance such improvements.
- e. Encourage transportation system investments from the private sector.
- f. Promote general economic development.
- g. Improve and/or enhance tourism.
- h. Improve and/or enhance the movement of freight and services.
- i. Improve and/or enhance the movement of workers.
- j. Improve economic productivity and competitiveness throughout the system.

Performance Measures:

1. Cost of planned improvements compared to forecasts revenues.

OPERATIONS AND MAINTENANCE

Promote efficient system management and operation.

Goal **7**

Objectives:

- a. Promote transportation projects which reduce distance and time spent traveling.
- b. Improve on-road operating efficiency through the use of transportation management techniques where possible, including Intelligent Transportation Systems (ITS).

Chapter 2

Goals & Objectives

JACTS

- c. Encourage increased vehicle occupancy for all motorized modes.
- d. Coordinate the movement of goods and persons for maximum efficiency.
- e. Encourage the multiple use of transportation rights-of-way by different modes, including pedestrian and non-motorized.
- f. Reduce transportation system costs.
- g. Contribute to more accurate vehicle and commercial traffic counts.
- h. Enhance administrative productivity/efficiency.

Performance Measures:

1. Vehicle hours of travel and commercial vehicle miles of travel at unacceptable LOS as compared to Total Vehicle hours/miles of travel.

PUBLIC INVOLVEMENT

Encourage the public to become involved in the planning and development of transportation facilities and services.

Goal **8**

Objectives:

- a. Provide maximum opportunity for the involvement of all segments of the community in the development of JACTS plans and programs through multiple outlets.

Performance Measures:

1. Determine that a wide array of citizens are participating by utilizing demographic forms distributed by MDOT.