

Chapter 2

Vision, Goals, & Objectives

The vision, goals, and objectives are meant to guide the long range transportation planning process over the life of the plan. The development of these elements is a critical part of the planning process. They are used as a benchmark to determine if future projects align with the vision for the Jackson MPO, and are a means of measuring the success of implementing the plan. They also reflect the values and principles of the community, measuring the expectations for the quality of life.

The vision, goals, and objectives for the plan are listed in the section below. They were developed through meaningful public input to ensure that the Jackson MPO 2050 Long Range Transportation Plan correctly captured what the community envisions for the future ideal Jackson transportation system. Sources of input include a public survey and discussions at steering committee meetings. The guidance from the new federal transportation legislation, the Infrastructure Investment and Jobs Act (IIJA), that was signed into law by President Biden on November 15, 2021, also influenced these planning elements. The ten planning factors that come from the federal transportation bill provided a strong blueprint for the plan's goal. The goals align with the needs of the Jackson MPO and the local communities within the planning area, while also meeting state and federal requirements. The objectives are developed to ensure that the future needs of the local transportation system are considered.

The Jackson MPO also supports the state's mission to improve traffic safety by fostering effective communication, coordination and collaboration among public and private entities in support of the "Toward Zero Deaths" initiative on all federal, state, and locally maintained roads.

2050 Long Range Transportation Plan Vision

Create a transportation system that promotes safety and provides strong, multimodal connections to and within communities that is sustainably funded and well-maintained.

Goals & Objectives

Goal 1. Safety & Security

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

Objectives

- 1.1 Reduce crashes and eliminate hazardous locations.
- 1.2 Minimize crashes and conflicts among all transportation modes and users.
- 1.3 Use best practices to increase safety.
- 1.4 Continue to support MDOT's safety targets and Vision Zero.

Goal 2. Accessibility & Mobility

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

Objectives

- 2.1 Minimize transportation barriers for all people, especially the physically challenged, senior citizens, young people, and persons who do not have automobiles available, have limited economic means, or choose not to travel by automobile.
- 2.2 Provide appropriate transportation connections, especially for non-motorized modes, to major land uses and activity centers within Jackson County, including residence, employment, recreation, community facilities, and commercial centers.
- 2.3 Improve or increase facilities for pedestrians and bicyclists.
- 2.4 Design the transportation system to operate efficiently.
- 2.5 Provide enhanced, improved capacity accessibility to the transportation system to move freight and enhance the range of freight service options available.

Goal 3. Preservation

Emphasize the preservation of the existing transportation system.

Objectives

- 3.1 Based on the goals, policies and plans of local communities, preserve and maintain the existing transportation network.
- 3.2 Support transportation system maintenance.
- 3.3 Emphasize system rehabilitation rather than expansion, except for the provisions of the I-94 Modernization Study.
- 3.4 Incorporate new technologies in well-researched, purposeful ways.

Goal 4. Community Impact & 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.

Objectives

- 4.1 Minimize disruptions made by the transportation system to neighborhoods, especially to ensure that they do not disproportionately affect low-income and minority populations.
- 4.2 Preserve historic sites and districts, and ensure minimal impact if necessary.
- 4.3 Conserve prime agricultural and natural resource areas and open spaces.
- 4.4 Minimize disruptions to natural resources, environmentally sensitive areas, wetlands, and other critical areas and habitats.
- 4.5 Support projects that reduce greenhouse gases, air pollutant concentrations, and noise, such as electric cars, public transit, and non-motorized transportation.

- 4.6 Encourage policies, plans and projects that minimize energy resources consumed for transportation.

Goal 5. Integration & Connectivity

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

Objectives

- 5.1 Develop transportation services consistent with area land use, housing, water quality management, economic development, and recreation/open space plans.
- 5.2 Encourage land use policies and practices, access management, and right-of-way preservation to meet the future needs of the transportation system.
- 5.3 Ensure that the transportation system is multi-modal and intermodal in character.
- 5.4 Improve intermodal connectivity for people and freight.
- 5.5 Support the development of information technology and connected vehicle networks that integrate people and freight.

Goal 6. Economic Vitality

Support the economic vitality of Jackson County by enabling global competitiveness, productivity, efficiency.

Objectives

- 6.1 Develop an efficient transportation system that encourages tourism and job employment retention and attraction.
- 6.2 Support projects and policies that enable transportation modes to be simultaneously considered as economic development and tourism investments.
- 6.3 Improve and enhance the movement of workers.
- 6.4 Improve economic productivity and competitiveness throughout the system.
- 6.5 Encourage transportation system investments from the private sector.

Goal 7. Operations & Maintenance

Promote efficient system management and operation.

Objectives

- 7.1 Promote transportation project and technologies that reduce distance and time spent traveling.
- 7.2 Improve on-road operating efficiency through the use of transportation management techniques where possible, including Intelligent Transportation Systems (ITS).
- 7.3 Coordinate the movement of goods and persons for maximum efficiency.
- 7.4 Encourage the multiple use of transportation rights-of-way by different modes, including pedestrian and bicyclists.

7.5 Minimize capital and operating costs for all modes.

7.6 Ensure the scale and character of transportation improvements is consistent with the ability to finance such improvements.

Goal 8. Public Involvement

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

Objectives

8.1 Provide opportunities for the involvement of all segments of the community in the development of JACTS plans and programs through multiple outlets.

8.2 Allow for timely public review and comment at key decision points in the planning and project development process.

8.3 Look for ways to include traditionally under-represented communities, especially minority and low-income populations.

8.4 Identify the needs of individual customers rather than what planners think they need.

Goal 9. Resiliency & Reliability

Improve the resiliency and reliability of the transportation system and reduce or mitigate storm water impacts of surface transportation.

Objectives

9.1 Maximize quality and minimize quantity of storm water run-off.

9.2 Support the development, integration, and use of local, regional, and state storm water mitigation plans and policies.

9.3 Consider the impact to the Upper Grand River watershed for any transportation project.

9.4 Consider the impact to local floodplains and wetlands for any transportation project.

9.5 Consider the impacts of extreme weather events to storm water mitigation on the transportation system.

Goal 10. Travel & Tourism

Enhance travel and tourism.

Objectives

10.1 Consider the impact on tourism when making investment decisions.

10.2 Provide and maintain economical non-motorized facilities in rural, suburban and urban areas that may transform the region into a non-motorized travel destination.

10.3 Integrate water trails into the transportation framework to promote travel and tourism in the region.

10.4 Emphasize context-sensitive designs that preserve historic character.