

Section B GOALS AND OBJECTIVES

The development of goals and objectives was an important first step in the preparation of the Long Range Plan. The goals and objectives serve as a broad framework to guide the planning process in the identification of efficient and effective short and long range transportation strategies, decisions, and investments. Described goals and objectives may also be used as measures of the effectiveness of the transportation plan.

It should be noted that some of the stated goals and objectives may conflict with other goals and objectives. This situation is to be expected and reflects the realistic conflicts, trade-offs and choices which must be weighed by policy makers in the course of the transportation decision process.

The initial goals and objectives, generated during the formative stages in the development of the six management systems, are intentionally worded to be broad in scope. Because of this, the goals and objectives will continue to be refined and augmented, as necessary, to reflect the continued development and recommendations of the management system process. In addition, to assure that the planning process serves a more dynamic function reflecting a current framework to guide this process, the Transportation Plan will be updated every five years as required by the ISTEA regulations.

The Plan's Goals and Objectives were modified from the 2015 Long Range Plan to reflect Environmental Justice and non-motorized issues that have become important to Kalamazoo County. KATS will continue to work to see that the various elements of Environmental Justice are addressed during the implementation of this plan. Involving non-motorized users in the planning process of roadway improvements gives another point-of-view to the development of a better transportation system.

The following Goals and Objectives were adopted by the Kalamazoo Area Transportation Study Policy Committee in April, 2002.

Goal 1: Provide a Transportation System Which Promotes Economic Development and Improves the Movement of Goods and Services.

Objective:

- Provide for adequate movement of industrial, commercial, and agricultural goods and services.

Goal 2: Develop an Energy Efficient Transportation System

Objectives:

- Reduce vehicle hours of travel.
- Reduce single occupant vehicle trips.
- Improve the non-motorized component of the transportation system.

Goal 3: Provide a Transportation System Which Minimizes the Adverse Impact of Transportation Projects On, or Improves the Quality Of, the Social, Physical, or Natural Environment

Objectives:

- Provide transportation services to groups who are transportation disadvantaged.
- Minimize impact of transportation projects on historic/archaeologic sites or districts, environmentally sensitive areas (flora and fauna), prime agricultural lands, woodlands, or other natural resource areas.

- Encourage the development of policies and programs to identify, preserve, and/or enhance scenic areas along adjacent road right-of-ways.
- Reduce mobile source emissions affecting air quality.
- Incorporate methods to improve the water quality of direct storm sewer discharge into natural surface waters (rivers and streams).
- Provide adequate accessibility to cultural, educational, historical, and recreational facilities.
- Minimize and/or mitigate any disproportionate impact of transportation projects on residential areas and traditionally transportation disadvantaged populations.
- Increase the connectivity of the non-motorized transportation network so that users may choose to use non-motorized and non-personal motor vehicle modes for their transportation choices.

Goal 4: Provide a Cost-effective Transportation System

Objectives:

- Minimize the cost of transportation projects.
- Incorporate non-motorized planning efforts in the complete transportation planning process and at the agency level, including provisions for non-motorized facilities where appropriate in roadway and other projects.

Goal 5: Provide an Operationally Efficient Transportation System

Objectives:

- Preserve functional integrity and capacity of the road system network.
- Expand and enhance public transportation system.
- Provide appropriate access for inter/multimodal transportation needs within Kalamazoo County through the linkage between different modes of transportation.
- Provide sufficient bikeways/pedestrian facilities to meet any realistically expected traffic mix on the road system.
- Encourage maintenance of non-motorized facilities so that they may be used effectively.

Goal 6: Provide a Safe Transportation System

Objectives:

- Improve road system safety.
- Improve public transit system safety.
- Improve bicyclist and pedestrian safety.
- Encourage educational efforts to improve driver and non-motorized user behavior and joint use of the transportation system.

The following factors were considered as part of the planning process in the development of the Transportation Plan.¹ These factors were also considered in the development of the goals and objectives and provided a more definitive framework for the planning process. TEA-21 consolidates the previous sixteen planning factors from ISTEA into seven broad areas to be considered in the planning process:

1. Support the economic vitality of the metropolitan area, especially by enabling global competitiveness, productivity, and efficiency;
2. Increase the safety and security of the transportation system for motorized and non-motorized users;
3. Increase the accessibility and mobility options available to people and for freight;
4. Protect and enhance the environment, promote energy conservation, and improve quality of life;
5. Enhance the integration and connectivity of the transportation system, across and between modes, for people and freight;
6. Promote efficient system management and operation; and
7. Emphasize the preservation of the existing transportation system.

The 2025 Transportation Plan development reflects consideration of each of these factors. Many of the factors are directly reflected by the projects and programs selection process. Others will be reflected in the projects and programs design and implementation.

¹ Transportation Equity Act for the 21st Century, Section 1203(f)

