

## **2.0 Development of Goals, Objectives and Performance Measures**

Goals, objectives and performance measures are necessary for measuring implementation and success of plans. They are a key component in need-based planning by providing a benchmark for evaluating the performance of the plan and for identifying improvements for future plans. They are important to the LRTP process not only to help guide the study, but to help develop and prioritize recommended transportation improvement projects for the Chatham County - Savannah region. Goals and performance measures for the Framework Mobility Plan were developed through coordination with and input from the project team, key stakeholders from the community and the general public. The adopted goals enable the Framework Mobility Plan to address the needs of the region in a way that supports local community goals and aspirations, while complying with federal requirements.

The *Safe, Accountable, Flexible, Efficient Transportation Equity Act - a Legacy for Users* (SAFETEA-LU) established eight planning factors which MPOs must consider in the development of transportation plans and programs. These planning factors are:

1. Support the economic vitality of the United States, the States, nonmetropolitan areas, and metropolitan areas, especially by enabling global competitiveness, productivity and efficiency.
2. Increase the safety of the transportation system for motorized and non-motorized users.
3. Increase the security of the transportation system for motorized and non-motorized users.
4. Increase the accessibility and mobility of people and freight.
5. 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.
6. Enhance the integration and connectivity of the transportation system, across and between modes throughout the State, for people and freight.
7. Promote efficient system management and operation.
8. Emphasize the preservation of the existing transportation system.

These planning factors are intended to target national transportation priorities. They serve as the foundation for the goals and objectives developed for the Framework Mobility Plan. These goals and objectives are also guided by those of the 2030 LRTP, which were formed upon the planning factors of the Transportation Equity Act for the 21<sup>st</sup> Century (TEA-21), similar to those of SAFETEA-LU.

On June 1, 2009, a meeting was held with the Framework Mobility Plan Stakeholder Advisory Committee. The purpose of this meeting was to further introduce the Committee to the plan development and identify transportation issues and needs for the Chatham County - Savannah region. The Committee was divided into two working groups, each of which developed a list of issues and needs based upon the 2030 LRTP goals and objectives and the SAFETEA-LU planning factors. Additionally, a Public Involvement Workshop was held on June 2, 2009, to hear the concerns of the general public and develop a list of regional issues and needs to compare with the proposed goals.

*CORE Connections - 2035 LRTP*  
*Framework Mobility Plan*

The issues and needs developed by both the Stakeholder Advisory Committee and general public were then used to further expand 2030 LRTP goals, and ensure that they directly address the region’s future needs and opportunities. The resulting Framework Mobility Plan proposed goals are shown in Table 2.1.

**Table 2.1 Framework Mobility Plan Proposed Goals**

<b>1. Economic Activity</b>	Support the economic vitality of the region, in concert with the community’s goals, especially by enabling local, regional and global competitiveness, productivity and efficiency.
<b>2. Safety</b>	Ensure and increase the safety of the transportation system for all users, including motorized vehicles, bicyclists and pedestrians.
<b>3. Security</b>	Ensure and increase the security of the transportation system for all users, including motorized vehicles, bicyclists and pedestrians.
<b>4. Accessibility, Mobility and Connectivity</b>	Ensure and increase the accessibility, mobility and connectivity options available to people and freight, and ensure the integration of modes, where appropriate.
<b>5. Environment and Quality of Life</b>	Protect, enhance and sustain the environment and quality of life, promote energy conservation and address climate change.
<b>6. System Management and Maintenance</b>	Assess the transportation system to determine what works well, what does not work well, and potential improvement options.
<b>7. Intergovernmental Coordination</b>	Ensure coordination in the transportation planning process between intra- and inter-regional partners, including both state and local agencies.

*Source: CORE Connections - Framework Mobility Plan Study Team, Key Stakeholders and General Public*

The objectives and performance measures associated with each of these goals were adapted from the 2030 LRTP, as well as the 2009 CORE MPO Congestion Management Process (CMP). These goals, objectives and performance measures were then approved by the CORE MPO’s Citizens Advisory Committee (CAC) and Technical Coordinating Committee (TCC) at separate meetings on June 18, 2009. They are shown in Table 2.2.

**Table 2.2 Framework Mobility Plan Objectives and Performance Measures**

<b>GOAL 1</b>	<b>Economic Activity:</b> Support the economic vitality of the region, matching the community’s goals, especially by enabling local, regional and global competitiveness, productivity and efficiency.	
	<p><b>Objectives:</b></p> <ul style="list-style-type: none"> <li>Minimize work trip congestion</li> <li>Promote projects which provide the maximum travel benefit per cost</li> </ul>	<p><b>Performance Measures:</b></p> <ul style="list-style-type: none"> <li>Project cost/vehicle miles of travel (VMT)</li> <li>Reductions in VMT</li> <li>Work trip vehicle hours of travel (VHT)</li> <li>Sustained or increased funding status</li> <li>Increased Sustainable development incorporating mixed-use, pedestrian-oriented design</li> </ul>
<b>GOAL 2</b>	<b>Safety:</b> Ensure and increase the safety of the transportation system for all users, including motorized vehicles, bicyclists and pedestrians.	
	<p><b>Objectives:</b></p> <ul style="list-style-type: none"> <li>Eliminate at-grade railroad crossings</li> <li>Minimize frequency and severity of vehicular accidents</li> <li>Minimize conflicts and increase safety for non-motorized users</li> </ul>	<p><b>Performance Measures:</b></p> <ul style="list-style-type: none"> <li>Total accidents per million miles traveled, involving all user types</li> <li>Injury accidents per million miles traveled, involving all user types</li> <li>Fatal accidents per million miles traveled, involving all user types</li> <li>Implementation of transit and other safety projects</li> <li>Number of increased bike and pedestrian facilities</li> <li>Number of at-grade crossings reduced</li> </ul>
<b>GOAL 3</b>	<b>Security:</b> Ensure and increase the security of the transportation system for all users, including motorized vehicles, bicyclists and pedestrians.	
	<p><b>Objectives:</b></p> <ul style="list-style-type: none"> <li>Promote projects which aid in hurricane evacuation</li> <li>Adequately prepare for coordinated responses to incidents</li> <li>Monitor vulnerable infrastructure through visual and other inspection methods</li> </ul>	<p><b>Performance Measures:</b></p> <ul style="list-style-type: none"> <li>Hurricane evacuation route status</li> <li>Improved emergency responses (e.g., ambulance travel times to hospitals)</li> <li>Maximize transportation system mobility during disruptive events (such as reductions in time to clear major crashes from through lanes)</li> <li>Reduction in vulnerability of the transportation system (such as implementation of monitoring infrastructure for major transportation system)</li> </ul>

<b>GOAL 4</b>	<p><b>Accessibility, Mobility and Connectivity:</b> Ensure and increase the accessibility, mobility and connectivity options available to people and freight, and ensure the integration of modes, where appropriate.</p>	
	<p><b>Objectives:</b></p> <ul style="list-style-type: none"> <li>Minimize congestion delays</li> <li>Maximize regional population and employment accessibility</li> <li>Provide efficient and reliable freight corridors</li> <li>Minimize delays in corridors served by transit</li> <li>Encourage use of transit and non-motorized modes, focusing on areas with low rates of automobile ownership or high population of elderly and/or disabled populations</li> <li>Expand transit service area and increase service frequency</li> </ul>	<p><b>Performance Measures:</b></p> <ul style="list-style-type: none"> <li>Base year vs. future year volume/capacity ratios for various modes</li> <li>Percent of population within ½ mile of transit route or facility connecting to regional activity center(s)</li> <li>Daily freight truck use/lane</li> <li>Operational performance of transit system (buses arriving/departing on schedule)</li> <li>Percent of population within ½ mile of bicycle facility connecting to regional activity center(s)</li> <li>Transit ridership</li> </ul>
<b>GOAL 5</b>	<p><b>Environment and Quality of Life:</b> Protect, enhance and sustain the environment and quality of life, promote energy conservation and address climate change.</p>	
	<p><b>Objectives:</b></p> <ul style="list-style-type: none"> <li>Protect wetlands, historic resources, neighborhoods, recreational facilities and other important resources</li> <li>Support infill development</li> <li>Implement green infrastructure to reduce region’s impact on stormwater pollution and address potential impacts from a changing climate</li> </ul>	<p><b>Performance Measures:</b></p> <ul style="list-style-type: none"> <li>Impacts to natural environment (such as rate of development of greenspace compared to the rate of greenspace preservation)</li> <li>Impacts to historic and cultural resources (such as the strengthening of regulations to protect historic and cultural resources)</li> <li>Strengthening of regulations promoting infill and brownfield development</li> <li>Project utilization of green infrastructure</li> <li>Vehicle miles of travel</li> <li>Energy consumption trends</li> <li>Air quality trends</li> </ul>
<b>GOAL 6</b>	<p><b>System Management and Maintenance:</b> Assess the transportation system to determine what works well, what does not work well, and potential improvement options.</p>	
	<p><b>Objectives:</b></p> <ul style="list-style-type: none"> <li>Maximize efficiency of signalized intersections</li> <li>Expand use of Intelligent Transportation Systems (ITS)</li> <li>Continue existing levels of maintenance for highways and bridges</li> </ul>	<p><b>Performance Measures:</b></p> <ul style="list-style-type: none"> <li>Average Daily Traffic (ADT) per lane</li> <li>Congestion Index (CI)</li> <li>Level of Service (LOS)</li> <li>ITS coverage of region</li> <li>Roadway pavement ratings and bridge sufficiency ratings</li> <li>Bicycle and pedestrian facility surface conditions</li> <li>Transit user satisfaction (such as reliability)</li> </ul>

<b>GOAL 7</b>	<b>Intergovernmental Coordination:</b> Ensure coordination in the transportation planning process between intra- and inter-regional partners, including both state and local agencies.	
	<b>Objectives:</b> <ul style="list-style-type: none"><li>• Enhance coordination between CORE MPO, Georgia Department of Transportation, County departments and City governments</li></ul>	<b>Performance Measures:</b> <ul style="list-style-type: none"><li>• CORE MPO represented at all project development meetings</li><li>• Establishment of coordination policies to promote communications between various agencies</li></ul>