

Goals and Objectives.

The Durham-Chapel Hill-Carrboro Metropolitan Planning Organization's goals and objectives are:

1. Overall Transportation System

Goal: A safe, sustainable, efficient, attractive, multi-modal transportation system that: supports local land use; accommodates trip-making choices; maintains mobility and access; protects the environment and neighborhoods; and improves the quality of life for urban area residents.

Objectives:

- a) Establish performance standards that will measure the effectiveness of the urban area's overall transportation system in supporting access to goods, services, activities, and destinations.
- b) Select and program transportation projects, which are consistent with community goals and are a cost-effective use of funds.
- c) Develop and maintain a multi-modal regional transportation model that reflects travel patterns and incorporates innovative techniques for evaluating the impacts of proposed transportation investments on travel and land use patterns.
- d) Promote non-automobile transportation alternatives and create efficient connections between all transportation modes.
- e) Conserve natural resources and reduce the rate of energy consumption.
- f) Develop cooperative strategies with employers to reduce congestion and increase the efficiency of the transportation system.
- g) Use transportation funds based on the priority needs of the urban area, in keeping with community values.
- h) Seek additional funding and funding sources to ensure implementation of the long range plan.
- i) Monitor the implementation of the Plan and the targets through the biannual TIP process.
- j) Ensure that the transportation needs are met for all populations, especially for the youth and elderly, the mobility impaired, and the economically disadvantaged.
- k) Work cooperatively with the North Carolina Department of Transportation, neighboring Metropolitan Planning Organizations and Rural Planning Organizations and other transportation-related organizations to address the transportation issues of the broader region.

2. Multi-Modal Street and Highway System

Goal: An attractive multi-modal street and highway system that allows people and goods to be moved safely, conveniently, and efficiently.

Objectives:

- a) Establish performance standards and report on the condition and effectiveness of the multi-modal street and highway system.
- b) Create multi-modal street patterns that: encourage safe pedestrian, bicycle, and vehicular travel; provide access to public transportation; and ensure connectivity.
- c) Develop and implement level of service (LOS) standards for the urban area that are based on a cooperative agreement between state and local agencies.

- d) Preserve and enhance the traffic carrying capacity of arterial street systems, while minimizing traffic intrusion in residential neighborhoods.
- e) Identify and recommend design standards that: establish safe speeds; increase pedestrian and bicycle usage of streets; and enhance the attractiveness and appeal of the street and highway system.

3. Public Transportation System

Goal: A convenient, accessible, and affordable public transportation system, provided by public and private operators, that enhances mobility and economic development.

Objectives:

- a) Establish performance standards and report on the condition and effectiveness of the public transportation system.
- b) Increase public transit ridership by enlarging the service area and increasing the frequency of service within the urban area.
- c) Coordinate transit service within the urban area by promoting high quality, seamless, integrated, and customer-friendly service.
- d) Expand ridesharing, carpool, and vanpool services and opportunities.
- e) Develop and implement alternatives to the use of single occupant vehicles, including high occupancy vehicle (HOV) facilities and regional rail services.
- f) Develop and implement the Regional Transit Plan.
- g) Develop a regional park and ride system for cars and bicycles to support transit services and encourage ridesharing.

4. Pedestrian and Bicycle System

Goal: A pedestrian and bicycle system that: provides a safe alternative means of transportation; allows greater access to public transit; supports recreational opportunities; and includes off-road trails

Objectives:

- a) Establish performance standards and report on the condition and effectiveness of the pedestrian and bicycle system.
- b) Maintain and implement a Regional Pedestrian Plan and a Regional Bicycle Plan.
- c) Identify and recommend ways that local governments may provide adequate staff and resources to meet the goals of their pedestrian and bicycle programs.
- d) Develop a regional bicycle and pedestrian policy that establishes linkages between activity centers and provides for access to public transit.
- e) Ensure that bicycle and pedestrian facilities are included in the planning, design, and construction of every roadway and development project, including the connection to external transportation facilities, in accordance with bicycle and pedestrian plans and local ordinances.
- f) Increase education about bicycling and walking, especially concerning the benefits of pedestrian and bicycle alternatives.
- g) Support the enforcement of motor vehicle, pedestrian and bicycle regulations.
- h) Pursue strong funding commitment for building both pedestrian and bicycle facilities.

- i) Provide greater safety for pedestrians and bicyclists of all levels of ability, and safer interaction with users of other modes of transportation.
- j) Encourage the efforts and activities of citizen advocacy groups for pedestrian and bicycling by providing information and support for their programs.

5. Integration of Land Use and Transportation

Goal: A Transportation Plan that is integrated with local land use plans and development policies.

Objectives:

- a) Establish performance standards and report on the integration and consistency of the Transportation Plan with local land use plans and development policies.
- b) Create transportation systems that enhance the livability of all communities.
- c) Identify the impacts of different land use patterns and site designs on travel behavior.
- d) Evaluate the changes in land use brought about by the expansion of existing transportation facilities and the construction of new facilities.
- e) Identify and recommend land use patterns, parking requirements and development policies that increase overall mobility and that improve and support transportation efficiency, and compact, mixed-use, transit-friendly, and walkable development

6. Protection of Natural Environment and Social Systems

Goal: A multi-modal transportation system which provides access and mobility to all residents, while protecting the public health, natural environment, cultural resources, and social systems.

Objectives:

- a) Establish performance standards and report on transportation impacts on the public health, natural environment, cultural resources, and social systems.
- b) Protect and preserve archaeological, historic, and culturally valuable areas.
- c) Identify and protect environmentally sensitive areas early in the planning process.
- d) Develop and implement modifications to the transportation system that reduce the rate of growth in vehicle miles traveled (VMT).
- e) Modify the transportation system to reduce the pollutants in highway runoff and the vehicle emissions, in accordance with federal, state and local Clean Air and Water legislation.
- f) Minimize the noise and dust generated by transportation facilities in neighborhoods and the urban area.
- g) Ensure that transportation facilities do not negatively affect disadvantaged populations disproportionately.
- h) Develop and implement a transportation system that supports the reduction of greenhouse gases and carbon production and is coordinated with local greenhouse gas and carbon reduction plans.

7. Public Involvement

Goal: An ongoing program to inform and involve citizens throughout all stages of the development, update, and implementation of the Transportation Plan.

Objective:

- a) Establish performance standards and report on the effectiveness of the public involvement element of the Transportation Plan.
- b) Encourage a broad cross section of citizens to take a proactive role in the transportation policy and planning process.
- c) Educate the public and elected officials, in order to increase public understanding of both the options and the constraints of transportation alternatives.
- d) Determine the public's knowledge of the metropolitan transportation system, and public values, attitudes and concerns regarding transportation.
- e) Determine which elements of the Transportation Plan would support or diminish the public's desired lifestyle.

8. Safety and Security

Goal: Continue to improve transportation safety and ensure the security of the transportation system.

Objective:

- a) Reduce fatality, injury, and crash/incident rates on all modes.
- b) Reduce vulnerability of transportation facilities/users to terrorists, natural disasters and risks by implementing and monitoring an evacuation plan, and working with the regional emergency management team.
- c) Reduce economic losses due to transportation crashes and incidents.
- d) Improve the ability to identify high accident locations, and evaluate their impacts in TIP project prioritization.
- e) Provide a safe environment for transportation users through the "3 Es" (Engineering, Enforcement and Education).
- f) Increase transit safety and security for riders and employees.

9. Freight Transportation and Urban Goods Movement

Goal: Improve mobility and accessibility of freight and urban goods movement.

Objective:

- a) Relieve congestion on heavily-traveled truck routes, including through the encouragement of expanded rail transportation.
- b) Improve mobility and access to intermodal operations and facilities.
- c) Establish and designate truck routes consistent with federal, state and local regulations.