

CHAPTER 4: GOALS AND OBJECTIVES

A mission statement and a set of goals and objectives were developed for the Rural Transportation System Plan. They were based on public input and provided a starting point and framework for the transportation planning process. These goals and objectives also reflect the needs in the urban environment, and are included here. They will continue to be revisited as part of future updates to reflect new changes in the transportation planning process, issues shaping that process, and the impacts of growth on development and maintenance of the countywide transportation system.

4.1 MISSION STATEMENT

Develop a balanced, safe, multi-modal transportation system to accommodate planned growth, facilitate economic development, recognize fiscal reality, utilize available resources as efficiently as possible and maintain a high standard of livability and safety to serve the transportation needs of our community.

4.2 GOALS AND OBJECTIVES

Goal 1: Improve Transportation System Safety

- Objective 1.1: Improve system safety for, and between, all modes of transportation.
- Objective 1.2: Address known safety locations in a timely manner with cost-effective solutions.
- Objective 1.3: Consider the safety of all modes of travel in transportation improvement decisions.

Goal 2: Maintain, Preserve, and Optimize the Transportation System

- Objective 2.1: Dedicate resources to ensure that the transportation system is properly maintained and preserved, recognizing fiscal constraints.
- Objective 2.2: Extend usable life of existing facilities to the extent possible within financial limitations.
- Objective 2.3: Develop and maintain a strategy that honestly assesses which services can and can not be provided considering the current level of funding.

Goal 3: Provide Mobility and Accessibility for Very Diverse Groups of Users

- Objective 3.1: Facilitate shipping of goods by the most efficient and least-impactive means possible, increasing freight (truck, rail, air and water) mobility and inter-modal opportunities.

Objective 3.2: Facilitate system connections as needed to improve efficiency and access, with emphasis placed on commercial and industrial lands and the regional transportation network.

Objective 3.3: Facilitate and improve mobility and access options to transportation facilities throughout Marion County for all transportation system users.

Objective 3.4: Facilitate regional through movement of goods and services while minimizing conflict between through movement and livability.

Goal 4: Provide Sufficient Transportation Capacity

Objective 4.1: Address existing capacity needs with consideration for future needs based on projected growth.

Objective 4.2: Focus efforts to improve capacity on identified strategic County corridors.

Objective 4.3: Consider the capacity needs of all transportation users, both internal and external to the County, regardless of mode of travel.

Objective 4.4: Encourage and support actions that reduce demand on the transportation system (Transportation Demand Management).

Objective 4.5: Encourage and support actions that maximize the value and efficiency of the existing system (Transportation System Management).

Goal 5: Integrate Transportation, Land Use, Economic Vitality and the Environment

Objective 5.1: Integrate land use planning and transportation planning, and support land use planning strategies that facilitate efficient transportation system use and development.

Objective 5.2: Modify the approach to managing transportation and land use to accommodate the changing characteristics of the nation's economy, including industrial, technological, and regulatory advances.

Objective 5.3: Emphasize facilitation, rather than restriction/regulation of business, while still maintaining public safety and welfare and adequate operation of the transportation system.

Objective 5.4: Minimize adverse impacts of transportation system improvements on existing land uses and communities, with special attention to protecting prime farmland, forestland, and other natural resources.

Objective 5.5: Develop a transportation system that minimizes adverse impacts on air, land and water, and complies with relevant environmental requirements and regulations.

Goal 6: Pursue Coordination, Communication and Cooperation Among All Transportation Users and Providers

- Objective 6.1: Foster cooperation between the County and Cities to address community needs and values as they relate to a wide variety of transportation issues.
- Objective 6.2: Improve coordination with all affected jurisdictions, including the state and adjacent counties, to meet future transportation needs.
- Objective 6.3: Facilitate development of coordinated transportation design standards where appropriate.

Goal 7: Adopt a Practical Approach to All Aspects of Transportation Processes

- Objective 7.1: Make deliberate, transparent, and difficult decisions regarding maintenance and improvement policies based on the limitations of resources and/or high cost-benefit analyses.
- Objective 7.2: Ensure cost-effective investment in transportation. Improvements should be fiscally responsible, economically efficient and realistic.
- Objective 7.3: Facilitate procurement of grant funding by careful project selection and readiness to use additional resources efficiently if they become available.
- Objective 7.4: Identify methods for funding recommended actions.
- Objective 7.5: Develop and maintain a list of issues for further study.
- Objective 7.6: Comply with applicable Transportation Planning Rule requirements for transportation system planning efforts.