

### 3.0 GOALS, OBJECTIVES AND PERFORMANCE MEASURES

The passage of the *Moving Ahead for Progress in the 21<sup>st</sup> Century Act (MAP-21)*, the transportation bill adopted by Congress in 2012, strengthened the long-range planning focus on the use of performance measures by state departments of transportation (DOTs) and metropolitan planning organizations (MPOs). The performance measures listed in this document are used to analyze and evaluate goals and objectives established by the Mississippi Gulf Coast MPO. They help to measure progress and serve as a basis for comparing alternative improvement strategies and for tracking performance over time. Both state and MPO targets are identified in relation to the following set of national performance goals:

Safety	To achieve a significant reduction in traffic fatalities and serious injuries on all public roads
Infrastructure condition	To maintain the highway infrastructure asset system in a state of good repair
Congestion reduction	To achieve a significant reduction in congestion on the National Highway System
System reliability	To improve the efficiency of the surface transportation system
Freight movement and economic vitality	To improve the national freight network, strengthen the ability of rural communities to access national and international trade markets, and support regional economic development
Environmental sustainability	To enhance the performance of the transportation system while protecting and enhancing the natural environment
Reduced project delivery delays	To reduce project costs, promote jobs and the economy, and expedite the movement of people and goods by accelerating project completion through eliminating delays in the project development and delivery process, including reducing regulatory burdens and improving agencies' work practices

The MPO set its performance measures keeping in mind that a lesser number of well-thought-out indicators would be better than an abundance of measures of questionable utility. The MPO must consider its resources for data collection to determine which measures are best for each goal and objective. Too many measures would overwhelm the ability of the MPO to collect the good data needed to evaluate system components and would also overwhelm decision-makers faced with having to understand and act on the data. The measures must be clearly understandable to the intended audience. They must not be too technical for decision-makers, stakeholders and the public to comprehend.

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- Goal:*                 *Desired long-term outcome of the plan or program*
  - Objective:*         *Specific measurable outcome that represents a progress milestone*
  - Policy:*             *Course of action that directs the coordination of achieving the goal or objective*
  - Performance*
  - Measure:*         *Quantifiable measure of the performance of an element of the program*
  - Standard:*         *Minimum acceptable performance measure for a specific planning purpose, such as level of service*
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### 3.1 GOALS AND OBJECTIVES

The following are the goals and objectives adopted by the Transportation Policy Committee of the Mississippi Gulf Coast MPO:

#### GOAL 1: Strategically enhance corridors

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OBJECTIVE: Maximize transportation system efficiency by promoting alternatives to adding general-purpose traffic lanes

STRATEGY/POLICY: Adopt a “fix-it-first” mentality that maximizes all operational measures on roadways before adding capacity

STRATEGY/POLICY: MPO policy or recommendations for capacity addition

STRATEGY/POLICY: Develop and assign a high priority to projects that improve traffic flow with operational measures

STRATEGY/POLICY: Consider measures that put more people into fewer vehicles and reduce the need to travel

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OBJECTIVE: Reduce roadway congestion

STRATEGY/POLICY: Identify and develop projects for existing and future traffic congestion

STRATEGY/POLICY: Develop and assign a high priority to projects that mitigate congestion and/or reduce travel time

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OBJECTIVE: Improve the mobility of freight trucks

STRATEGY/POLICY: Develop and assign a high priority to projects that mitigate congestion on heavily-traveled truck routes

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OBJECTIVE: Enhance mobility by improving the connectivity of the existing transportation network

STRATEGY/POLICY: Develop and assign a high priority to closing gaps and providing links on major mobility corridors

STRATEGY/POLICY: Support street patterns that encourage safe pedestrian, bicycle and vehicular travel by ensuring connectivity

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OBJECTIVE: Improve the form and function of transportation corridors in order to contribute to the “sense of place”

STRATEGY/POLICY: Consider an area’s context when developing roadway projects

STRATEGY/POLICY: Lower travel speeds to be sensitive to the context of areas

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OBJECTIVE: Improve economic vitality of the region with transportation decisions

STRATEGY/POLICY: Prioritize projects that impact business travel cost savings, business market effects and quality of life effects

**GOAL 2: Improve and expand transportation choices**

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OBJECTIVE: Make public transportation a choice mode of transportation on the Mississippi Gulf Coast

STRATEGY/POLICY: Enhance the efficiency of transit

STRATEGY/POLICY: Enhance accessibility to transit

STRATEGY/POLICY: Enhance the availability of transit

STRATEGY/POLICY: Enhance the attractiveness of transit

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OBJECTIVE: Improve marketing and promotion of transportation options to increase awareness on the Mississippi Gulf Coast

STRATEGY/POLICY: Promote, through public education, the economic, environmental, and health benefits of walking and biking as practical modes of transportation

STRATEGY/POLICY: Educate the public about proper bicycle safety and applicable laws

STRATEGY/POLICY: Promote available transportation options through marketing campaigns

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OBJECTIVE: Promote rail transportation opportunities

STRATEGY/POLICY: Pursue meaningful regional passenger rail through the Mississippi Gulf Coast

**GOAL 3: Increase safe transportation**

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OBJECTIVE: Make all Mississippi Gulf Coast urban area roadways suitable for bicycles, pedestrians and transit

STRATEGY/POLICY: Adopt and implement Complete Streets policies that ensure that new or reconstructed roadways are designed to include sidewalks be made suitable for bicycles and consider transit

STRATEGY/POLICY: Develop and assign a high priority to roadway projects that include strategic measures for improving bicycle and pedestrian mobility and safety

STRATEGY/POLICY: Promote the use of roadway cross sections that ensure all modes are accommodated

STRATEGY/POLICY: Develop road diet projects to retrofit streets with accommodations for bicycles and pedestrians

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OBJECTIVE: Improve safety at intersections

STRATEGY/POLICY: Consider proven innovative safe measures at intersections, such as roundabouts, first

STRATEGY/POLICY: Identify intersections with safety concerns for safety audits and project development

STRATEGY/POLICY: Develop and assign a high priority to projects that improve intersections or roadways with safety concerns

STRATEGY/POLICY: Address dangerous railroad crossings

STRATEGY/POLICY: Provide adequate refuge for pedestrians crossing wide roads

STRATEGY/POLICY: Use measures to improve pedestrian and bicyclist safety such as raised intersections, signals and highly visible crosswalks

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OBJECTIVE: Promote safety through public education, enforcement and engineering.

STRATEGY/POLICY: Provide transportation workforce programs and other outreach

**GOAL 4: Manage the relationship between transportation, community and environment**

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OBJECTIVE:	Promote land use patterns and development policies that support transportation mobility
STRATEGY/POLICY:	Promote local policies to locate key community facilities on transit routes to maximize the efficiency of transit buses
STRATEGY/POLICY:	Maximize the economic development potential of transit by encouraging infill and development in around transit hubs, activity districts and Transit Oriented Development (TOD)
STRATEGY/POLICY:	Identify land use patterns that support lower VMT

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OBJECTIVE:	Consider climate variability when making transportation project decisions
STRATEGY/POLICY:	Facilitate evacuation with adequate north-south mobility
STRATEGY/POLICY:	Develop and assign a high priority to roadway projects that improve roadways at-risk for flooding

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OBJECTIVE:	Coordinate transportation decisions to preserve existing communities
STRATEGY/POLICY:	Evaluate potentially disparate impacts of transportation projects on environmental justice target areas
STRATEGY/POLICY:	Consider the effects of bypass highways on existing communities

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OBJECTIVE:	Provide public involvement processes to engage the general public, minority and low-income populations in transportation decision making
STRATEGY/POLICY:	Use surveys and public meetings to gather community input

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OBJECTIVE:	Promote the development of a transportation system and programs that maintain or improve air quality and reduce greenhouse gases, ozone, particulate matter and other pollutants
STRATEGY/POLICY:	Develop and assign a high priority to projects and programs that reduce vehicle idling
STRATEGY/POLICY:	Support regional ozone action committees

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**3.2 PERFORMANCE MEASURES**

The following are performance measures identified in conjunction with the goals and objectives enumerated above.

**GOAL 1: Strategically enhance corridors**

Reduce miles of congested roadways on designated truck routes. MPO planners will identify miles of congested roadway segments, as indicated by the Congestion Management Plan, which are on truck routes identified by the Mississippi Statewide Freight Plan.

**GOAL 2: Improve and expand transportation choices**

Reduce pedestrian and bicycle crash rates (per capita) in Gulf Coast counties. This measure will be calculated with accident data provided by the Mississippi Department of Transportation (MDOT).

Increase the number of miles of roadways considered “suitable” for bikes. MPO planners will maintain an inventory of bicycle facilities and suitable roadways based on the criteria in the MPO’s adopted Complete Streets Policy.

Increase the percent of major employers within walking distance (.4 mile) of a fixed route transit. MPO planners will evaluate this performance measure using geographic information system (GIS) software and major employers identified by the Harrison County Development Commission (HCDC) with over 50 employees.

Increase the percent of the population served within walking distance (.4 mile) of a fixed route transit. MPO planners will evaluate this performance measure using geographic information system (GIS) software and U.S. Census data.

**GOAL 3: Increase safe transportation**

Reduce lane departure and intersection crashes in the three coastal counties

Reduce the number of un-signalized or under-signalized at-grade rail crossings

**GOAL 4: Manage the relationship between transportation, community and environment**

Decrease the VMT traveled in congested conditions

Reduce the number of intersections with level of service C and less

Reduce average transit headways

Increase fixed route transit service area