
Chapter 3:

Plan Goals and Objectives

One of the first steps in the Plan process is the establishment of a purpose. Establishing a clear and well-defined purpose for the Plan ensures that the overall goals and objectives, as well as the resulting transportation investments, are the result of a comprehensive, cooperative, and continuing transportation planning program and process.

The purpose of the 2040 Regional Transportation Plan is:

- To formally identify and coordinate the investments of the various public agencies that provide transportation facilities and services in the Fayette/Raleigh MPO region, including local governments, West Virginia Department of Transportation, New River Transit Authority, Regions 1 and 4 Planning & Development Councils, and the Raleigh County Airport Authority;
- To identify the projects and programs needed to provide an efficient, effective and functional transportation system to serve residents, businesses, and visitors to the region;
- To coordinate land use and transportation activities to ensure functional efficiency and a compatible relationship; and
- To support and encourage private enterprise participation in the development and maintenance of an efficient, effective regional transportation system, in part by providing a proposed schedule for transportation improvements with which private entities can coordinate their investments.

GOALS AND OBJECTIVES

The goals and objectives outlined here for the 2040 Plan are intended to facilitate the development, management, and operation of an integrated multimodal transportation system that enables the safe, efficient, and economical movement of people and goods.

National Emphasis

Moving Ahead for Progress in the 21st Century (MAP-21), which was signed into law in 2012, is the current national transportation legislation providing the guiding principles for transportation decision-making in metropolitan areas throughout the United States.

Like the preceding transportation legislation, MAP-21 lists these eight planning factors as the primary principles that should guide transportation decisions:

1. Support the economic vitality of the metropolitan area, 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 options available to people and for 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, for people and freight.
7. Promote efficient system management and operation.
8. Emphasize the preservation of the existing transportation system.

These factors provide the framework for the Fayette/Raleigh MPO region's more specific goals and objectives.

Regional/Local Emphasis

The Fayette/Raleigh MPO has established its own related set of goals and objectives, building from the MAP-21 planning factors above, but also drawing from the local and regional plans (outlined in Chapter 2) that have been adopted to address issues specific to the Fayette/Raleigh region. In this way the 2040 Plan will help to move the region forward toward multiple goals, including some that are not directly related to transportation but are strongly affected by it.

Below are the goals adopted by the Fayette/Raleigh MPO to guide future transportation decisions and a corresponding set of objectives to help the region move closer to its goals.

GOAL 1: Support the economic vitality of the region.

A. Provide improved access to commercial areas and tourist destinations.

- Provide access to employment-generating locations.
- Construct regional links between gateway communities, The Bechtel Summit National Scout Reserve and the New River Gorge National River parklands.

B. Provide connections among residential areas, employment locations and community services.

- Provide a multimodal transportation system that can be used by people of all ages to access opportunities to work, shop, learn and take part in civic life and area recreation.

C. Make transportation decisions that capitalize on the resources of the regional airport.

GOAL 2: Improve safety/security for all users of the transportation system.

A. Enhance safety for pedestrians and bicyclists.

- Construct safety improvements at locations where bicycle/pedestrian traffic and auto traffic frequently intersect. Use pavement markings, signs and other tools to alert motorists to these areas.
- In areas of heavy pedestrian traffic and in residential areas, choose street designs that encourage auto traffic to drive at slower speeds.

B. Use access management and grade separations to improve safety on roads intended for higher speeds.

- Encourage the construction of frontage roads along major highways at locations where significant development is underway or desired.

C. Make targeted improvements to locations with a high number of accidents.

- Work with the West Virginia Division of Highways to map crash data and identify locations where the crash rate is significantly above average. Work with WVDOH to perform Roadway Safety Audits to identify engineering improvements to address these locations.

GOAL 3: Preserve and maintain the existing transportation system.

A. Set aside adequate funds for maintenance before expanding the system.

- Give priority to projects that upgrade substandard infrastructure, since a quality transportation system is one of the tools for attracting new development and other investment.

B. Extend road and sidewalk life through preventive measures.

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- Improve stormwater management along roads through the addition (or more frequent maintenance) of ditches, culverts, storm drains, and curb and gutter in urban areas.
 - Keep vegetation cleared to ensure clear sight distance at intersections, maintain a clear path along sidewalks, and prevent broken surfaces.

GOAL 4: Increase accessibility and mobility for both people and goods.

A. Improve access to and from the region.

- Improve interstate linkages and access, including congestion relief at key interchanges.
- Support completion of regional transportation initiatives to expand the market area within one day's drive of the region.

B. Improve access to commercial and industrial areas for freight movement.

- Ensure roads that serve as heavy truck routes are adequately designed, constructed and maintained for the proper vehicle weight and dimensions.
- Make improvements needed to accommodate local delivery vehicles, particularly in downtown and higher-density residential areas.

C. Improve mobility within and among communities.

- Make public transit available to support the needs of residents of all ages, including transportation to work and educational institutions.
- Build links between major community trails and the surrounding neighborhoods, shopping and employment areas so that bicycling and walking are an option for traveling to more places.
- As streets and roadways are repaved or reconstructed, add sidewalks and other features needed to comply with ADA.

GOAL 5: Manage an efficient transportation system.

- Select and implement transportation projects based on need, cost effectiveness, and the MPO's established goals, objectives and performance measures.
- Work with WVDOH to improve traffic flow through operational improvements such as better signal timing, access management, and changes to key intersections.

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- Expand the use of Intelligent Transportation Systems (ITS) technology, such as the monitoring of traffic through video surveillance, provision of information on dynamic message signs, or use of automatic vehicle tracking for transit.
 - Address special transportation needs in areas where schools, colleges and other community facilities are located.
 - Study and implement the use of signage at gateways and key destinations, along with a system of wayfinding signs, to provide guidance and information to visitors.

GOAL 6: Protect and enhance the environment and quality of life, and coordinate transportation decisions with the region's goals for land use and development.

- Encourage transportation choices that are sustainable in terms of finances, community equity, and the environment.
- Improve management of the use and appearance of key routes, especially those that serve as visitor gateways to the area.
- Promote transportation decisions that respect the integrity of historic areas and enhance tourism.
- Encourage clustered development to minimize the number of access points on major corridors while maximizing development potential.
- Promote roadway design, construction and maintenance practices that safeguard the area's natural resources, including water quality.

GOAL 7. Enhance system connectivity, including connections between different modes of transportation.

- Enhance access to the region's airport via roadway, public transit and non-motorized modes of transportation.
- Promote projects that lead to "Complete Streets" and ensure this policy is followed as part of new roadway construction or reconstruction.
- Provide public transit service, as well as a system of hiking/biking trails, between the region's passenger rail stations and local cities.

- Work with the Bechtel Summit National Scout Reserve to expand transportation modes to support Jamborees and other major events.

Table 3-1 illustrates how the 2040 Plan goals address each of the planning factors set forth in MAP-21.

Table 3-1: Relationship of National MAP-21 Planning Factors to 2040 Plan Goals

MAP-21 Planning Factor	2040 Plan Goal
Support the economic vitality of the metropolitan area, especially by enabling global competitiveness, productivity and efficiency.	1, 3, 4, 5, 6, 7
Increase the safety of the transportation system for motorized and non-motorized users.	2, 3, 4
Increase the security of the transportation system for motorized and non-motorized users.	2, 4
Increase the accessibility and mobility options available to people and for freight.	1, 4, 7
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.	1, 4, 5, 6, 7
Enhance the integration and connectivity of the transportation system, across and between modes, for people and freight.	1, 4, 7
Promote efficient system management and operation.	1, 3, 5
Emphasize the preservation of the existing transportation system.	3, 5

Each of the transportation investments recommended in the 2040 Plan contributes to the achievement of the goals and objectives outlined above. In many cases a proposed project or service will accomplish multiple goals and objectives. For example, improving transit service expands the transportation choices and improves mobility for many citizens of the Fayette/Raleigh MPO region, it has environmental benefits, and it enhances the region’s economic vitality by providing access to jobs for a greater number of people.