

# Sample Goals and Objectives

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*The following sample goals and objectives can serve as a starting point for preparing or reviewing existing community goals and objectives for a transportation system plan. Plan preparers can also use the [OR-Plan](#) tool to find State policies and strategies related to specific issues, modes or plans. The goal and objective statements are intended to be comprehensive, covering all aspects of an integrated, multi-modal transportation system, but they are not exhaustive. The language presented reflects best practices and will be generally applicable “as is”; some goals and objectives will require more specificity in order to be meaningful to a specific community. Also note that the goals and objectives shown here do not need to be included in all transportation system plans. Some objectives are more specific to a geography – city, county, and/or region (e.g., within an MPO, coastal, urban, or rural environments, etc.). Given the close relationship between topic areas and the associated goal statements, objectives can often relate to more than goal and can be reasonably housed under two or more different goals (i.e. environmental and sustainability objectives). Thoughtful modifications to the wording of an objective can change the emphasis, thereby distinguishing between objectives, ensuring that language matches the intent of the goal, and avoiding duplication.*

*Bracketed text indicates where language is applicable (e.g., city or county) or that text will need to be replaced or updated (e.g., inserting the jurisdiction name).*

**1. Communication, Collaboration and Coordination Goal:** Develop and maintain a Transportation System Plan that is consistent with the goals and objectives of the City, [applicable] County, and the state. [City]

Develop a transportation system that is consistent with the [jurisdiction’s] adopted comprehensive plan and the adopted plans of state, regional, and neighboring jurisdictions. [County]

Objectives:

- A. Ensure consistency with state, regional and local planning rules, regulations, and standards.
- B. Ensure that land use, financial, and environmental planning efforts are coordinated in order to better prioritize and fund strategic transportation investments.
- C. Coordinate land use and transportation decisions to efficiently use public infrastructure investments to:
  - a. Maintain the mobility and safety of the roadway system
  - b. Foster efficient development patterns
  - c. Encourage the availability and use of transportation options such as biking, walking and taking transit
  - d. Plan for efficient and safe emergency response and evacuation needs

- D. Coordinate with [applicable adjacent jurisdictions and county/counties] and the Oregon Department of Transportation to implement system management and operations strategies on arterials and highways.
- E. Coordinate with [applicable the public transit providers] to strengthen the efficiency and performance of the [jurisdiction] transit network and to support the multimodal system.
- F. Coordinate regional project development and implementation with local jurisdictions. [County]
- G. Incorporate needs and projects identified in other state, regional, or local plans.

**2. Safety and Security Goal:** Provide a transportation system that is safe and secure for all transportation modes and for people of all ability levels.

Objectives:

- A. Address existing safety issues at locations with a history of fatal and severe injury vehicle, bicycle- and/or pedestrian-related crashes.
- B. Assess and improve locations with a high risk of future fatal and severe injuries, with a particular focus on vulnerable road users.
- C. Reduce the potential for conflicts by providing separation between travel modes.
- D. Manage access to transportation facilities consistent with their applicable classification to reduce and separate conflicts and provide reasonable access to land uses. [Also a “Mobility” objective.]
- E. Improve the safety of rail crossings.
- F. Identify and improve safe crossings for vehicles, bicycles and pedestrians across highways and major arterials.
- G. Assess options to reduce traffic volumes and speeds near schools, transit stops, and other essential destinations.
  - a. [detailed/specific example] Work with the school district and educational institutions to identify and implement circulation and access patterns to and around schools that are safe for pedestrians and bicyclists, as well as people in cars and buses.
  - b. [detailed/specific example] Implement the Safe Routes to Schools Plan recommendations.
- H. Incorporate traffic calming measures to improve safety for pedestrians, bicyclists, and vehicles.
- I. Support technology applications that improve safety (e.g. speed cameras, red light cameras).
- J. Improve personal security on public facilities and services (e.g., street lighting and design, and surveillance/patrols around transit).
- K. Install amenities (e.g., chirpers) that meet Americans with Disabilities Act requirements at signalized pedestrian crossings to improve safety of vulnerable populations.

- L. Improve the visibility of transportation users in constrained areas, such as on hills and blind curves.
- M. Educate travelers on the rules of the road to promote understanding of legal rights and responsibilities and how all modes and users can safely and courteously interact with each other.
- N. Provide education and outreach to school children about walking and biking options and how to safely use those modes.
- O. Develop safe walking and biking connections to schools.
- P. Maintain and enhance lifeline and evacuation routes in coordination with local, regional, state and private entities.
- Q. Engage law enforcement, emergency service providers, and public health professionals in safety planning to increase public safety and security.

**3. Health Goal:** Provide a transportation system that enhances the health of residents and users.

Objectives:

- A. Identify and seek funding for programs that encourage walking and bicycling.
- B. Identify and seek funding for programs that provide education regarding good traffic behavior and consideration for all users.
- C. Provide safe, convenient and direct pedestrian and bicycle facilities and routes to promote health and the physical and social well-being of [jurisdiction] residents, to reduce vehicular traffic congestion, to provide transportation and recreational alternatives, and to support multi-modal access to health-supportive goods and services.
- D. Ensure that the findings of recent studies [Health Impact Assessments, Road Safety Audits, etc.] inform transportation system planning and strategic investment.
- E. Plan for a multi-modal system that limits users' exposure to pollution and that enhances air quality.

**4. Mobility Goal:** Optimize the performance of the transportation system for the efficient movement of people and goods.

Objectives:

- A. Develop and maintain street functional classifications, along with operational guidance and cross-sectional and right-of-way standards, to ensure streets are able to serve their intended purpose.
- B. Reduce reliance on single-occupancy vehicle trips.
  - a. [detailed/specific example] Increase transit ridership by improving the quality of available transit service as measured by coverage, hours of service, frequency, and reliability.

- b. [detailed/specific example] Develop and maintain bicycle and pedestrian facilities that encourage non-vehicular travel and provide safe, convenient and attractive passage for pedestrians and bicyclists.
- C. Reduce reliance on the state highway system for making local trips.
  - a. [detailed/specific example] Provide a network of arterials, collectors and local streets that are interconnected, appropriately spaced, and reasonably direct in accordance with [city/county] and state design and connectivity standards. [Also Connectivity objective.]
- D. Preserve and maintain the existing transportation system in a state of good repair. [Also Safety objective.]
- E. Improve the operational and safety components of roads not meeting width or horizontal or vertical alignment standards. [Also Safety objective.]
- F. Balance pedestrian and bicycle needs and freight mobility needs through planning and design guidance and coordination
- G. Develop a program to systematically implement improvements for all modes that enhance mobility at designated high-priority locations.
- H. Adopt a standard for mobility to help maintain a minimum level of freight and/or motor vehicle travel efficiency and by which land use amendments and development proposals can be evaluated. Apply state and [city/county] mobility standards to facilities under their respective jurisdiction.
- I. Work with [city/county/metropolitan planning organization] and the Oregon Department of Transportation to develop, operate and maintain intelligent transportation systems and technological solutions that reduce travel delay and improve system efficiency and reliability, including coordination of traffic signals and traveler information.
- J. Adopt a standard for minimum level of pedestrian and bicycle access to transit stops by which land use amendments and development proposals can be evaluated.

**5. Accessibility and Connectivity Goal:** Develop an interconnected, multimodal transportation network that connects all members of the community to destinations within and beyond the [city/county].

Objectives:

- A. Improve existing connections and create new connections between households and schools, parks, transit stops, employers, neighborhood commercial centers, health and social services and other essential destinations.
- B. Provide a network of arterials, collectors and local streets that are interconnected, appropriately spaced, and reasonably direct in accordance with [city/county] and state design and connectivity standards. [Also Mobility objective.]

- C. Provide for multi-modal circulation internally on large sites and externally to adjacent land uses and existing and planned multi-modal facilities.
- D. Provide for off roadway walkways and bikeways that help to connect communities, provide travel options, promote health through active living, and promote walking and biking tourism.
- E. Provide for connectivity between the various communities in the county. *[County]*
- F. Ensure multi-modal access to schools, parks, and other activity centers for all members of the community, including people of color, children, disabled, low-income, and elderly people.
- G. Ensure adequate pedestrian and bicycle access to transit facilities and services.
- H. Upgrade existing transportation facilities, including retrofitting for Americans with Disability Act, or ADA compliance, and work with public transportation providers to provide services that improve access for all users.
- I. Ensure ADA, compliance for new and non-compliant transportation facility infrastructure in the ADA Transition Plan and transportation system plan.
- J. Ensure that existing and planned pedestrian throughways are clear of obstacles and obstructions (e.g., utility poles).

**6. Equity Goal:** Provide an equitable, balanced and connected multi-modal transportation system.

Objectives:

- A. Ensure that the transportation system provides equitable multi-modal access for underserved and vulnerable populations to schools, parks, employers, neighborhood commercial centers, health and social services and other essential destinations.
  - a. *[detailed/specific example]* Prioritize walking and biking investments in underserved areas with vulnerable populations.
- B. Provide connections for all modes that meet applicable *[city/county]* and Americans with Disabilities Act (ADA) standards. *[Also an Accessibility objective.]*
- C. Provide for on-site multi-modal circulation internally on large sites and externally to adjacent land uses and existing and planned multi-modal facilities.

**7. Community and Economic Vitality Goal:** Provide a transportation system that supports existing businesses and encourages economic development in the *[city/county]*.

Objectives:

- A. Improve the movement of goods and delivery of services throughout the *[city/county]* while balancing the needs of all users with a variety of travel modes and preserving livability in residential areas and established neighborhoods.
- B. Prioritize efficient freight movement on identified freight routes.

- C. Identify lower cost options or provide funding mechanisms for transportation improvements necessary for development to occur.
- D. Program transportation improvements to facilitate and support the development of desired land uses and activities.
- E. Encourage tourism by developing connections to and between recreational locations and destinations and key services in the [city/county].
- F. Encourage tourism by promoting and upgrading bicycle and pedestrian recreational routes and services through the [city/county].

**8. Sustainability Goal:** Provide a sustainable transportation system by promoting transportation choices and encouraging efficient design that consider and preserve environmental resources.

Objectives:

- A. Relate the design of street capacity and improvements to the intended use of the facility.
- B. Avoid or minimize impacts of the transportation system to the scenic, natural and cultural resources in the [city/county].
- C. Consider alternative transportation facility designs in constrained areas to avoid or minimize impacts to natural resources.
- D. Identify, explore, and support actions and programs they can *reduce* vehicle emissions.
  - a. [detailed/specific example] Reduce the number of vehicle-miles traveled.
  - b. [detailed/specific example] Increase the number of walking, bicycling, and transit trips in the [city/county].
  - c. [detailed/specific example] Seek to improve intermodal connectivity, creating flexible transportation options by improving connections between highways, air, water, railways, and other intermodal systems to more efficiently move people and freight.
  - d. [detailed/specific example] Support alternative vehicle types by identifying potential electric vehicle plug-in stations and developing implementing code provisions.
  - e. [detailed/specific example] Support technology applications that improve travel mobility and safety with less financial and environmental impact than traditional infrastructure projects. [Also a Strategic Investment objective.]
  - f. [detailed/specific example] Roadways within the [jurisdiction] shall be multi-modal or “complete streets,” with most streets serving the needs of various modes of travel, consistent with the planned networks for each mode. [City or unincorporated urban area only.]
- E. Develop transportation standards that preserve and protect the integrity of residential neighborhoods.
- F. Evaluate and implement, where cost-effective, environmentally friendly materials and design approaches (e.g. storm water retention/treatment to protect waterways, solar infrastructure, impervious materials).

- G. Improve transportation system resilience to seismic/tsunami hazards, extreme weather events (flooding, landslides), and other natural hazards.

**9. Strategic Investment Goal:** Provide a sustainable transportation system through responsible stewardship of financial resources.

Objectives:

- A. Preserve and protect the function of locally and regionally significant transportation corridors.
- B. Develop and support reasonable alternative mobility targets for motor vehicles where needed, to reflect financial realities, community land use objectives, and physical constraints on state highways and [city/county] streets.
- C. Preserve and maintain the existing transportation system assets to extend their useful life.
- D. Improve travel reliability and efficiency of existing major travel routes in the [city/county] before adding capacity.
- E. Pursue grants and collaboration with other agencies to efficiently fund transportation improvements and supporting programs.
- F. Identify and maintain stable and diverse revenue sources to meet the need for transportation investments in the [city/county].
- G. Identify new and creative funding sources to leverage high priority transportation projects.

**10. Land Use and Transportation Integration Goal:** Create a balanced built environment where desired existing and planned land uses are supported by an efficient multi-modal transportation system.

Objectives:

- A. Identify areas where encouraging more compact, walkable, mixed use, and/or transit-oriented development could significantly shorten trip lengths or reduce the need for motor vehicle travel within the [city/county].
- B. Identify the 20-year complete multi-modal transportation system needs to accommodate developing and undeveloped areas; ensure adequate capacity for future travel demand and to minimize travel times.
- C. Review and revise where necessary local land use and development requirements to ensure that future land use decisions are consistent with the planned transportation system.