

---

## 4.0 Goals and Objectives

### 4.1 Overview

This chapter identifies the Southwest Transitway Goals and Objectives developed by the Southwest Technical Advisory Committee (TAC) and adopted by the Southwest Policy Advisory Committee (PAC) for a Southwest Transitway. These goals and objectives are based upon the identified study area transportation needs as described in Chapter 3, Purpose and Need. The Southwest Transitway Goals were used to guide the definition of transitway alternatives and the evaluation process, which resulted in the selection of a preferred course of action.

### 4.2 Background and Assumptions

In February 2005, the Southwest Technical Advisory Committee (TAC) developed a set of goals and objectives and sent them to the Southwest Policy Advisory Committee (PAC) for their consideration. In March 2005, the Southwest Transitway PAC unanimously approved the goals and objectives sent to them by the Southwest TAC.

The approved Southwest Transitway goals are to:

1. Improve Mobility
2. Provide a Cost-Effective, Efficient Travel Option
3. Protect the Environment
4. Preserve the Quality of Life in the Study Area and the Region
5. Support Economic Development

For purposes of evaluating the alternatives, the Southwest Transitway PAC prioritized the goals into two tiers. Tier One goals are those that must be achieved in order for a viable project to exist. Tier Two goals are those that should be achieved assuming a viable project exists. Tier One goals are (1) Improve Mobility and (2) Provide a Cost-Effective, Efficient Travel Option. Tier Two goals are (3) Protect the Environment, (4) Preserve the Quality of Life in the Study Area and the Region, and (5) Support Economic Development.

### 4.3 Southwest Transitway Goals and Objectives

#### 4.3.1 Tier 1 Goals

Tier 1 goals are defined as those that must be achieved in order for a viable project to exist.

#### **GOAL 1: Improve mobility**

*Objectives:*

- Provide a travel option competitive with other modes in terms of travel time
- Provide a reliable travel option that improves mobility throughout the day
- Provide a travel option that serves population and employment concentrations
- Provide a travel option that adds capacity and access to the regional and local transportation system
- Provide a travel option that serves people who depend on transit
- Provide a travel option that enhances pedestrian and bicycle activity and access to community nodes

---

**GOAL 2: Provide a cost-effective, efficient travel option***Objectives:*

- Provide a travel option with acceptable capital and operating costs
- Provide a travel option that efficiently and effectively moves people
- Provide a travel option that integrates efficiently with other modes and avoids substantial negative impacts to the existing roadway system
- Provide a travel option that supports regional system efficiency

**4.3.2 Tier 2 Goals**

Tier 2 goals are those that should be achieved assuming a viable project exists.

**GOAL 3: Protect the environment***Objectives:*

- Provide a travel option beneficial to the region's air quality
- Provide a travel option that avoids or minimizes alterations to environmentally sensitive areas
- Provide a travel option that supports efficient, compact land use that facilitates accessibility
- Provide a travel option that avoids major environmental impacts on adjacent properties, such as noise and vibration

**GOAL 4: Preserve and protect the quality of life in the study area and the region***Objectives:*

- Provide a travel option that contributes to the economic health of the study area and region through improving mobility and access
- Provide a travel option that is sensitively designed with respect to existing neighborhoods and property values
- Provide a travel option that protects and enhances access to public service and recreational facilities
- Provide a travel option that supports sound planning and design of transit stations and park and ride lots
- Provide a travel option that enhances the image and use of transit services in the region

**GOAL 5: Support economic development***Objectives:*

- Provide a travel option that supports economic development and redevelopment with improved access to transit stations
- Provide a travel option that supports local sustainable development/redevelopment goals
- Provide a transportation system element that facilitates more efficient land development patterns and saves infrastructure costs
- Provide a travel option that accommodates future regional growth in locations consistent with local plans and the potential for increased transit ridership