

# GSATS 2040 METROPOLITAN TRANSPORTATION PLAN UPDATE

## APPENDIX B Technical Memorandum GOALS AND OBJECTIVES

Prepared for:



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# TABLE OF CONTENTS

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- 1. Introduction ..... 1
- 2. Consistency with Other Transportation Plans ..... 1
  - 2.1 Federal Planning Factors and Performance ..... 1
  - 2.2 South Carolina (SCDOT) 2040 Statewide Multimodal Transportation Plan Goals ..... 2
  - 2.3 North Carolina (NCDOT) 2040 Statewide Transportation Plan Goals ..... 3
  - 2.4 2014 GSATS Congestion Management Process Goals ..... 3
  - 2.5 GSATS 2035 Long Range Transportation Plan Goals ..... 4
- 3. GSATS 2040 Goals and Objectives ..... 4
  - 3.1 Coordinated Land Use and Transportation Planning ..... 5
  - 3.2 Economic Competitiveness ..... 5
  - 3.3 Mobility and System Accessibility ..... 5
  - 3.4 Environmental Stewardship ..... 6
  - 3.5 Modal Choices and Balanced System ..... 6
  - 3.6 Safety and Security ..... 6
  - 3.7 Infrastructure Preservation and Maintenance ..... 7
  - 3.8 Congestion and Reliability ..... 7
  - 3.9 GSATS 2040 MTP Goals Alignment ..... 7

# LIST OF TABLES

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- Table 2-1: Federal Planning Factors ..... 2
- Table 3-1: GSATS 2040 MTP Goals and Federal Planning Factors ..... 8

# LIST OF FIGURES

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- Figure 3-1: GSATS 2040 MTP Goals Alignment with South Carolina and North Carolina Goals .. 8

# 1. INTRODUCTION

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The Grand Strand Area Transportation Study (GSATS) Metropolitan Planning Organization (MPO) has initiated the 2040 Metropolitan Transportation Plan (MTP) update, its long range transportation plan that identifies feasible projects, programs, and policies.

Goals and objectives are important components of the MTP update. Goals and objectives are used to direct transportation investments and to translate the strategic vision of the GSATS MPO into something that can be measured and tracked. The GSATS 2040 MTP goals will define the overall direction of the GSATS long range transportation planning efforts in its area and guide the MPO in decisions regarding multimodal transportation infrastructure investment. The goals provide a strategic framework for organizing and articulating the objectives, priorities, and policies that will be established through the plan development process. These goals and objectives are consistent with national and state goals which impact decision-making on transportation planning for the GSATS area.

## 2. CONSISTENCY WITH OTHER TRANSPORTATION PLANS

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The GSATS 2040 MTP goals and objectives were developed in alignment with state and federal transportation planning policy guidelines including the federal planning factors outlined in the 2015 *Fixing America's Surface Transportation Act (FAST Act)*, previous 2012 *Moving Ahead for Progress in the 21st Century Act (MAP-21)*, South Carolina (SCDOT) 2040 Multimodal Transportation Plan, North Carolina (NCDOT) 2040 Statewide Transportation Plan, GSATS Congestion Management System Plan, and GSATS previous 2035 Long Range Transportation Plan (LRTP).

### 2.1 FEDERAL PLANNING FACTORS AND PERFORMANCE

The FAST Act continues the Metropolitan Planning program, amends 23 U.S.C. 134 and expands the scope consideration of the metropolitan planning process to include:

- Improving transportation resiliency and reliability
- Reducing/mitigating stormwater impacts of surface transportation
- Enhancing travel and tourism

FAST Act planning factors build on the eight planning factors identified under MAP-21 and incorporates three additional factors related to resiliency/reliability, stormwater mitigation, and travel/tourism (Table 2-1). The Federal Planning Factors were used as guidelines in updating the goals for the 2040 MTP Update.

Table 2-1: Federal Planning Factors

Federal Planning Factors	
FAST Act	1 - Support the economic vitality of the metropolitan area
	2 - Increase safety for motorized and non-motorized users
	3 - Increase security for motorized and non-motorized users
	4 - Increase accessibility and mobility for people and 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.
	9 - Improve the resiliency and reliability of the transportation system
	10 - Reduce or mitigate stormwater impacts of surface transportation
	11 - Enhance travel and tourism
MAP-21	

Source: 23 USC 134: Metropolitan transportation planning

<http://uscode.house.gov/view.xhtml?req=granuleid:USC-prelim-title23-section134&num=0&edition=prelim>

## 2.2 SOUTH CAROLINA (SCDOT) 2040 STATEWIDE MULTIMODAL TRANSPORTATION PLAN GOALS

The South Carolina 2040 Statewide Multimodal Transportation Plan identifies six goals that describe how SCDOT will work with its planning partners to achieve a shared transportation vision. The goals are:

- **Mobility and System Reliability** - Provide surface transportation infrastructure and services that will advance the efficient and reliable movement of people and goods throughout the state
- **Safety and Security** - Improve the safety and security of the transportation system by implementing transportation improvements that reduce fatalities and serious injuries as well as enabling effective emergency management operations
- **Infrastructure Condition** - Maintain surface transportation infrastructure assets in a state of good repair
- **Economic and Community Vitality** - Provide an efficient and effective interconnected transportation system that is coordinated with state and local planning efforts to support thriving communities and South Carolina's economic competitiveness in global markets
- **Environment** - Partner to sustain South Carolina's natural and cultural resources by minimizing and mitigating the impacts of state transportation improvements

- **Equity** - Manage a transportation system that recognizes the diversity of the state and strives to accommodate the mobility needs of all of South Carolina's citizens

Source: South Carolina Department of Transportation, South Carolina 2040 Statewide Multimodal Transportation Plan, <http://www.dot.state.sc.us/Multimodal/default.aspx>

## 2.3 NORTH CAROLINA (NCDOT) 2040 STATEWIDE TRANSPORTATION PLAN GOALS

The North Carolina 2040 Statewide Transportation Plan identifies five goals that direct how NCDOT will continue to define and measure its program-delivery efforts. The goals are:

- Make our transportation network safer
- Make our transportation network move people and goods more efficiently
- Make our infrastructure last longer
- Make our organization a place that works well
- Make our organization a great place to work

Source: North Carolina Department of Transportation, North Carolina Statewide Transportation Plan, <https://www.ncdot.gov/performance/reform/2040Plan/>

## 2.4 2014 GSATS CONGESTION MANAGEMENT PROCESS GOALS

The GSATS Congestion Management Process (CMP) was developed in 2014 in compliance with federal law for metropolitan areas with populations exceeding 200,000. The goal of this congestion management process is to reduce the impacts of congestion in the Grand Strand region on the economy, environment, safety of travelers, and quality of life. This congestion management process serves as a means by which to identify areas experiencing congestion, provide strategies for congestion reduction, and identify future data needs and evaluation activities. The following goals identified in the CMP have been incorporated into the GSATS 2040 MTP Goals below:

- Provide for a safe and efficient transportation system
- Improve transportation choice and mode selection
- Provide a transportation system that is sensitive to the natural and man-made environment
- Improve data collection and forecasting methods to ensure the identification of existing and future areas of concern
- Provide improvements to relieve congestion based on rational and objective criteria to ensure the wise and effective use of limited resources

Source: Grand Strand Area Transportation System, 2014 GSATS Congestion Management Process, [http://www.georgetownscwebsite.com/gstats/files/7514/0138/8422/GSATS\\_2014\\_Congestion\\_Management\\_Plan\\_As\\_Approved\\_May\\_2\\_2014.pdf](http://www.georgetownscwebsite.com/gstats/files/7514/0138/8422/GSATS_2014_Congestion_Management_Plan_As_Approved_May_2_2014.pdf)

## 2.5 GSATS 2035 LONG RANGE TRANSPORTATION PLAN GOALS

The GSATS 2035 Long Range Transportation Plan identifies seven goals to address GSATS short and long-term multimodal transportation. The goals are:

- Goal 1 - Develop a Plan that will protect and sustain a high quality of life by coordinating land use and transportation planning in the region
- Goal 2 - Develop a financially feasible plan that will advance the region's economic competitiveness based upon sustainable development
- Goal 3 - Develop a Transportation System that will increase accessibility and mobility throughout the region and integrates modes to provide efficient movement of persons and goods
- Goal 4 - Develop a transportation system that will enhance economic and social values, protect the natural environmental, and minimize adverse impacts
- Goal 5 - Establish a more balanced and livable transportation system that will increase modal choices by prioritizing transit, pedestrian, and bicycle travel throughout the region
- Goal 6 - Provide and promote a safe, secure, accessible, and efficient multimodal transportation system for residents, tourists, and commerce
- Goal 7 - Protect and preserve the existing public multimodal transportation system and facilities

Source: Grand Strand Transportation Area System, GSATS 2035 Long Range Transportation Plan  
[http://www.georgetownscwebsite.com/qsats/files/5113/2154/9468/GSATS\\_2035\\_LRTP\\_Final\\_Report.pdf](http://www.georgetownscwebsite.com/qsats/files/5113/2154/9468/GSATS_2035_LRTP_Final_Report.pdf)

## 3. GSATS 2040 GOALS AND OBJECTIVES

The GSATS 2040 MTP goals were developed in accordance with FAST Act planning requirements as well as in coordination with South Carolina and North Carolina statewide transportation plans and the GSATS Congestion Management System Plan (CMP). The eight goal areas for the GSATS 2040 MTP are: Coordinated Land Use and Transportation, Economic Competitiveness, Mobility and System Accessibility, Environmental Stewardship, Modal Choices and Balanced System, Safety and Security, Infrastructure Preservation and Maintenance, and Congestion and Reliability. The objectives defined below each goal area define the outcomes to achieve that goal. This section outlines goals, objectives and adds detail of the source of the objectives in parentheses, where applicable. This highlights the alignment with other transportation plans.



### 3.1 COORDINATED LAND USE AND TRANSPORTATION PLANNING

**Goal:** Develop a Plan that will protect and sustain a high quality of life by coordinating land use and transportation planning in the region.

**Objectives:**

- Improve data collection and forecasting methods to ensure the identification of existing and future areas of concern (*plan alignment with: GSATS CMP*)
- Develop and utilize Land Use Design Guidance to improve streetscaping and incorporate Complete Streets
- Improve pedestrian and bicycle linkages to activity centers (*plan alignment with: NCDOT Objectives*)
- Protect and preserve historic, cultural, and civic assets (*plan alignment with: NCDOT Objectives*)

### 3.2 ECONOMIC COMPETITIVENESS

**Goal:** Develop a financially feasible plan that will advance the economic competitiveness of the GSATS region based upon sustainable development.

**Objectives:**

- Utilize the existing transportation system to facilitate enhanced freight movement to support a growing economy (*plan alignment with: SCDOT Statewide Plan*)
- Use transportation investment to support economic development, job creation, and commerce (*plan alignment with: NCDOT Objectives*)

### 3.3 MOBILITY AND SYSTEM ACCESSIBILITY

**Goal:** Develop a Transportation System that will increase accessibility and mobility throughout the region and integrates modes to provide efficient movement of people and freight.

**Objectives:**

- Improve access and mobility within the region by adopting and implementing access management, complete streets, and intersection design guidelines
- Provide equitable transportation options for all travelers, including transit-dependent populations and users of all capabilities (*plan alignment with: NCDOT Objectives*)

### 3.4 ENVIRONMENTAL STEWARDSHIP

**Goal:** Develop a transportation system that will enhance economic and social values, protect the natural environmental, and minimize adverse impacts.

**Objectives:**

- Provide a transportation system that is sensitive to the natural and man-made environment (*plan alignment with: GSATS CMP*)
- Encourage modal partners to be proactive in considering and addressing environmental impacts of their transportation infrastructure investments (*plan alignment with: SCDOT Statewide Plan*)
- Encourage the protection and conservation of natural resources (*plan alignment with: NCDOT Objectives*)

### 3.5 MODAL CHOICES AND BALANCED SYSTEM

**Goal:** Establish a more balanced and livable transportation system that will increase modal choices by prioritizing transit, pedestrian, and bicycle travel throughout the region.

**Objectives:**

- Utilize the existing transportation system to facilitate enhanced modal options for a growing and diverse population and economy (*plan alignment with: SCDOT Statewide Plan*)
- Improve transportation choice and mode selection (*plan alignment with: GSATS CMP*)
- Improve intermodal connectivity (*plan alignment with: NCDOT Objectives*)

### 3.6 SAFETY AND SECURITY

**Goal:** Provide and promote a safe, secure, accessible, resilient, and efficient multimodal transportation system for residents, tourists, and commerce.

**Objectives:**

- Provide for a safe and efficient transportation system (*plan alignment with: GSATS CMP and NCDOT Objectives*)
- Reduce highway fatalities and serious injuries (*plan alignment with: SCDOT Statewide Plan*)
- Reduce bicycle and pedestrian and other vulnerable roadway users' fatalities and serious injuries (*plan alignment with: SCDOT Statewide Plan*)

- Reduce fatal or serious injury crashes at at-grade rail crossings (*plan alignment with: SCDOT Statewide Plan*)
- Reduce fatal and serious injury crashes at intersections (*plan alignment with: SCDOT Statewide Plan*)

### 3.7 INFRASTRUCTURE PRESERVATION AND MAINTENANCE

**Goal:** Protect and preserve the existing public multimodal transportation system and facilities in a state of good repair.

**Objectives:**

- Maintain or improve the current state of good repair for the National Highway System (NHS) (*plan alignment with: SCDOT Statewide Plan*)
- Reduce the percentage of remaining state highway miles (non-interstate/strategic corridors) moving from a “fair” to a “very poor” rating while maintaining or increasing the % of miles rated as “good” (*plan alignment with: SCDOT Statewide Plan*)
- Improve the condition of the state highway system bridges (*plan alignment with: SCDOT Statewide Plan*)
- Improve the state transit infrastructure in a state of good repair (*plan alignment with: SCDOT Statewide Plan*)

### 3.8 CONGESTION AND RELIABILITY

**Goal:** Reduce congestion and improve reliability of the multimodal transportation system.

**Objectives:**

- Reduce the number of system miles at unacceptable congestion levels (*plan alignment with: SCDOT Statewide Plan and NCDOT Objectives*)
- Improve travel time reliability (on priority corridors or congested corridors) (*plan alignment with: SCDOT Statewide Plan and NCDOT Objectives*)
- Provide improvements to relieve congestion based on rational and objective criteria to ensure the wise and effective use of limited resources (*plan alignment with: GSATS CMP*)

### 3.9 GSATS 2040 MTP GOALS ALIGNMENT

The GSATS 2040 MTP goals and objectives are in alignment with the FAST Act Federal planning factors as well as South Carolina and North Carolina state transportation goals. **Table 3-1** compares the goals to the Federal planning factors listed in **Table 2-1** above. **Figure 3-1** compares the goals to South Carolina and North Carolina Goals.

**Table 3-1: GSATS 2040 MTP Goals and Federal Planning Factors**

GSATS 2040 MTP Goals	FAST Act Federal Planning Factors
Coordinated Land Use and Transportation	1, 4, and 6
Economic Competitiveness	1, 5, and 8
Mobility and System Accessibility	1, 4, 6, 7, and 8
Environmental Stewardship	1, 5, 6, and 10
Modal Choices and Balanced System	2, 4, 6, 8, and 11
Safety and Security	2, 3, 4, 9, and 11
Infrastructure Preservation and Maintenance	8
Congestion and Reliability*	1, 6, 9

\*This goal has been added to the previous 2035 goals.

**Figure 3-1: GSATS 2040 MTP Goals Alignment with South Carolina and North Carolina Goals**





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