



2045 METROPOLITAN TRANSPORTATION PLAN UPDATE

Appendix B: Goals, Objectives, and Performance Measures

Prepared for:



Prepared by:



July 2023

GRAND STRAND AREA TRANSPORTATION STUDY
METROPOLITAN PLANNING ORGANIZATION



CONTENTS

- INTRODUCTION 1
- CONSISTENCY WITH FEDERAL PRIORITIES, STATE, AND
REGIONAL TRANSPORTATION PLANS 1
 - Federal Priorities 1
 - State Transportation Plans 1
 - GSATS Congestion Management Process..... 4
- GSATS 2045 GOALS AND OBJECTIVES 5
- UPDATED GUIDANCE..... 7
 - Federal Planning Emphasis Areas..... 7
 - Infrastructure Investment and Jobs Act 8
 - Executive Order 13985 9
- PUBLIC PARTICIPATION 10
- POTENTIAL ADDITIONAL GOALS AND OBJECTIVES..... 13
- PERFORMANCE MEASURES..... 16



TABLES

Table 1. MTP Goals Alignment with Federal Planning Factors	2
Table 2. GSATS 2045 MTP Goals Alignment with SCDOT and NCDOT Statewide Transportation Plan Goals	3
Table 3. GSATS 2045 MTP Goals and Objectives	5
Table 4. Regional Planning Goals	11
Table 5. Potential Transportation Improvements	12
Table 6. Potential New Goals and Objectives for the GSATS 2045 MTP	14
Table 7. GSATS 2045 MTP Performance Measures	17

FIGURES

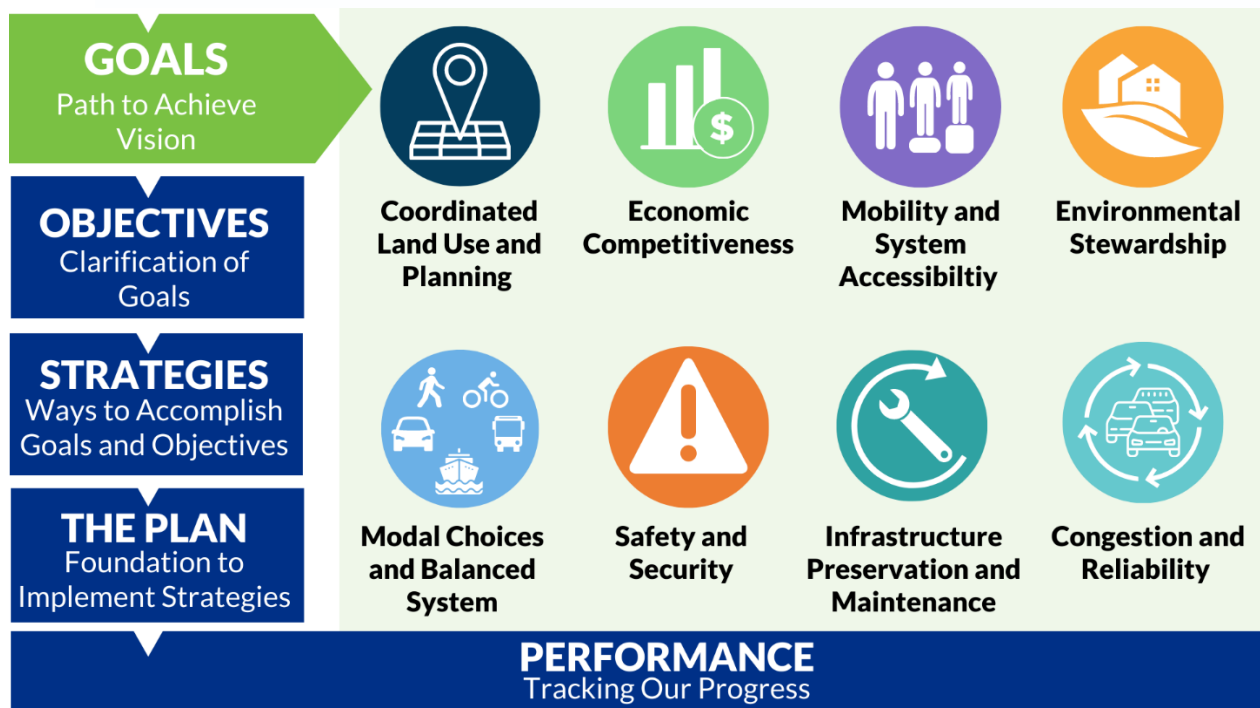
Figure 1. How Goals and Objectives fit into Decision-Making Framework	1
Figure 2. Virtual Public Information Meeting Room	10
Figure 3. Murrells Inlet Transportation Goals Dot Activity	11
Figure 4. North Myrtle Beach Transportation Improvements Dot Exercise	12

INTRODUCTION

The Grand Strand Area Transportation Study (GSATS) Metropolitan Planning Organization (MPO) has initiated the update to the 2045 Metropolitan Transportation Plan (MTP). The MTP is a long-range transportation plan that identifies feasible projects, programs, and policies.

The 2045 MTP goals translate GSATS metropolitan planning area vision for how the transportation system supports and advances the well-being of the region's economy and quality of life into measurable objectives that can be tracked over time. They provide a strategic framework for organizing and articulating the objectives, and strategies established through the MTP development process. The MTP goals also help guide the MPO decision-making process and direct multimodal transportation infrastructure investments. **Figure 1** offers a graphic description of how goals and objectives fit into the GSATS transportation decision-making framework.

Figure 1. How Goals and Objectives fit into Decision-Making Framework





CONSISTENCY WITH FEDERAL PRIORITIES, STATE, AND REGIONAL TRANSPORTATION PLANS

FEDERAL PRIORITIES

The GSATS 2045 MTP goals and objectives are consistent with national priorities and meet federal requirements. MTP goals are directly related to the federal planning factors (Table 1) and support the federal Planning Emphasis Areas (PEAs).

STATE TRANSPORTATION PLANS

Additionally, the MTP goals align with South Carolina and North Carolina statewide transportation plans. Table 2 illustrates how the MTP aligns with the SCDOT and NCDOT statewide transportation plan goals.

Table 1. MTP Goals Alignment with Federal Planning Factors

MTP Goals	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 economic competitiveness of the GSATS region 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 people and freight.	Goal 4. Develop a transportation system that will enhance economic and social values, protect the natural environment, 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, resilient, and efficient multimodal transportation system for residents, tourists, and commerce.	Goal 7. Protect and preserve the existing public multimodal transportation system and facilities in a state of good repair.	Goal 8. Reduce congestion and improve the reliability of the multimodal transportation system.
Federal Planning Factors	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 and reduce or mitigate stormwater impacts of surface transportation							
	●			●		●	●	●
	10 - Enhance travel and tourism							
		●			●	●	●	

Source: 23 CFR § 450.306(b)(1)-(10) Scope of the Metropolitan Transportation Planning Process

Table 2. GSATS 2045 MTP Goals Alignment with SCDOT and NCDOT Statewide Transportation Plan Goals

GSATS MTP Goals		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 economic competitiveness of the GSATS region 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 people and freight.	Goal 4. Develop a transportation system that will enhance economic and social values, protect the natural environment, 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, resilient, and efficient multimodal transportation system for residents, tourists, and commerce.	Goal 7. Protect and preserve the existing public multimodal transportation system and facilities in a state of good repair.	Goal 8. Reduce congestion and improve the reliability of the multimodal transportation system.
NC MOVES 2050 Statewide Transportation Plan Objectives	2040 South Carolina (SCDOT) Statewide Multimodal Transportation Plan Goals	Mobility and System Reliability							
		●	●	●		●	●	●	●
		Provide Transportation Access For All							
		●	●	●		●	●		
		Safety and Security							
		●		●		●	●	●	●
		Improve Transportation Through Technology							
			●	●	●	●		●	●
		Infrastructure Condition							
								●	●
		Ensure Safety and Security							
		●		●		●	●		
		Economic and Community Vitality							
		●	●	●	●		●		●
		Support a Strong Economy							
		●	●	●	●		●		●
		Environment							
					●	●			
		Maintain a High-Quality System							
								●	●
		Equity							
		●	●	●	●	●	●	●	

Source: 2040 Statewide Multimodal Transportation Plan. July 2020 Update. [https://www.scdot.org/inside/pdf/Planning/Multimodal Plan Approved MTP W APPENDICES.pdf](https://www.scdot.org/inside/pdf/Planning/Multimodal%20Plan%20Approved%20MTP%20W%20APPENDICES.pdf)

North Carolina Statewide Transportation Plan: NC MOVES 2050 PLAN. February 2021 Update.

<https://www.ncdot.gov/initiatives-policies/Transportation/nc-2050-plan/Documents/nc-moves-final-plan.pdf>



GSATS CONGESTION MANAGEMENT PROCESS

Originally developed in 2014, the GSATS Congestion Management Process (CMP) complies with federal law for metropolitan areas with populations exceeding 200,000. The CMP goal is to reduce the impacts of congestion in the Grand Strand region on the economy, environment, traveler safety, and quality of life. The CMP is a means by which areas experiencing congestion can be recognized, strategies for congestion reduction provided, and future data needs and evaluation activities identified. The CMP goals were incorporated into the GSATS 2040 MTP Goals. The 2040 MTP Goals are carried over to the GSATS 2045 MTP.






The CMP goals are shown 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 resource.




GSATS 2045 GOALS AND OBJECTIVES

The GSATS 2045 MTP Goals incorporate the GSATS 2040 MTP Goals unchanged. Like the 2040 MTP, the GSATS 2045 MTP contains eight principal goals, each supported by numerous objectives describing how the goals will be accomplished. These goals and associated objectives are presented in Table 3.

Table 3. GSATS 2045 MTP Goals and Objectives

GOALS		OBJECTIVES
	Goal 1. Coordinated Land Use and Transportation Develop a Plan that will protect and sustain a high quality of life by coordinating land use and transportation planning in the region.	Improve data collection and forecasting methods to ensure the identification of existing and future areas of concern.
		Develop and utilize Land Use Design Guidance to improve streetscaping and incorporate Complete Streets.
		Improve pedestrian and bicycle linkages to activity centers.
		Protect and preserve historic, cultural, and civic assets.
	Goal 2. Economic Competitiveness Develop a financially feasible plan that will advance the economic competitiveness of the GSATS region based upon sustainable development.	Utilize the existing transportation system to facilitate enhanced freight movement to support a growing economy.
		Embrace the region's tourism economy and proactively consider how to provide better access to the region's natural, cultural, and environmental resources.
		Use transportation investment to support economic development, job creation, and commerce.
	Goal 3. Mobility and System Accessibility Develop a Transportation System that will increase accessibility and mobility throughout the region and integrates modes to provide efficient movement of people and freight.	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.
	Goal 4. Environmental Stewardship Develop a transportation system that will enhance economic and social values, protect the natural environment, and minimize adverse impacts.	Provide a transportation system that is sensitive to the natural and man-made environment.
		Encourage modal partners to be proactive in considering and addressing environmental impacts of their transportation infrastructure investments.
		Encourage the protection and conservation of natural resources.
	Goal 5. Modal Choices and Balanced System Establish a more balanced and livable transportation system that will increase modal choices by prioritizing transit, pedestrian, and bicycle travel throughout the region.	Utilize the existing transportation system to facilitate enhanced modal options for a growing and diverse population and economy.
		Consider multimodal connections specifically to the region's tourism resources. Make tourism resources easily available for all transportation users.
		Improve transportation choice and mode selection.
		Improve intermodal connectivity.
		Incorporate Complete Streets design into transportation projects.



GOALS		OBJECTIVES
	Goal 6. Safety and Security Provide and promote a safe, secure, accessible, resilient, and efficient multimodal transportation system for residents, tourists, and commerce.	Reduce highway fatalities and serious injuries.
		Reduce bicycle and pedestrian and other vulnerable roadway users' fatalities and serious injuries.
		Reduce fatal or serious injury crashes at at-grade rail crossings.
		Reduce fatal and serious injury crashes at intersections.
		Reduce transit-related fatalities and serious injuries.
		Utilize the GSATS Safety Committee to identify safety projects and prioritize projects that improve safety outcomes.
	Goal 7. Infrastructure Preservation and Maintenance Protect and preserve the existing public multimodal transportation system and facilities in a state of good repair.	Maintain or improve the current state of good repair for the National Highway System.
		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".
		Improve the condition of the state highway system bridges.
		Maintain or improve the transit infrastructure in a state of good repair.
	Goal 8. Congestion and Reliability Reduce congestion and improve the reliability of the multimodal transportation system.	Reduce the number of system miles at unacceptable congestion levels (above Level of Service D).
		Improve travel time reliability (on priority corridors or congested corridors).
		Provide improvements to relieve congestion based on rational and objective criteria to ensure the wise and effective use of limited resources.



UPDATED GUIDANCE

FEDERAL PLANNING EMPHASIS AREAS

The most recent PEAs¹, issued jointly by the Federal Highway Administration (FHWA) and the Federal Transit Administration (FTA) on December 30, 2021, reemphasized the need for MPOs and State Departments of Transportation to continue activities and programs that advanced the existing PEAs established in Map-21 and the FAST Act. It also clarified that MPOs and State Departments of Transportation need to identify and develop tasks within their work programs that addressed:

- **Clean Energy Transition.** Ensure that transportation plans and infrastructure investments help achieve the national greenhouse gas reduction goals of 50-52 percent below 2005 levels by 2030 and net-zero emissions by 2050. MPOs are encouraged to use the transportation planning process to accelerate the transition toward electric and other alternative-fueled vehicles.
- **Resilience.** Ensure that transportation infrastructure investments increase resilience to extreme weather events and other disasters resulting from the increasing effects of climate change. MPOs are encouraged to plan for a sustainable infrastructure system that works for all users and undertake actions to prepare for and adapt to the impacts of climate change.
- **Complete Streets.** State DOTs, MPOs, and public transportation providers should work to plan, develop, and operate streets and networks that prioritize safety, comfort, and access to destinations for people who use the street network, including pedestrians, bicyclists, transit riders, micro-mobility users, freight delivery services, and motorists.
- **Data in Transportation.** Incorporate data-sharing principles and data management considerations into the transportation planning process to improve the efficient use of resources and maximize the value of information in policy development and decision-making across programs.
- **Planning and Environmental Linkages (PEL).** State DOTs, MPOs, and public transportation providers are encouraged to implement PEL, a collaborative and integrated approach to transportation decision-making, as part of the transportation planning and environmental review processes.

¹ 2021 Planning Emphasis Areas for Use in the Development of Metropolitan and Statewide Planning and Research Work Program. U.S. Department of Transportation. Office of the Administrator Federal Highway Administration and Federal Transit Administration. December 30, 2021.
<https://www.transit.dot.gov/sites/fta.dot.gov/files/2022-01/Planning-Emphasis-Areas-12-30-2021.pdf#:~:text=With%20continued%20focus%20on%20transportation%20planning%20the%20Federal,to%20incorporate%20these%20PEAs%20as%20programs%20are%20updated.>

- **Federal Land Management (FLM) Coordination.** State DOTs and MPOs are encouraged to coordinate with FLM Agencies, e.g., the National Park Service, in the transportation planning and project programming process on infrastructure and connectivity needs related to access routes and other public roads and transportation services that connect to Federal lands.

INFRASTRUCTURE INVESTMENT AND JOBS ACT

In addition to the updated PEAs, the Infrastructure Investment and Jobs Act (IIJA)² also known as the Bipartisan Infrastructure Law, passed on November 15, 2021, further required that MPOs ensure consistency for data used in the planning process, including information used in forecasting travel demand, especially if more than one MPO is designated within an urbanized area.

The IIJA also directs MPOs to consider housing in the metropolitan planning process, providing guidance for how housing should be considered as well as new requirements for integrating housing into the MTP. Considerations and requirements include:

- **Requirement** - Updating transportation policy to include, as items in the national interest, encouraging and promoting the safe and efficient management, operation, and development of surface transportation systems that will better connect housing and employment.
- **Requirement** - Adding affordable housing organizations to MPO stakeholder lists to provide a reasonable opportunity to comment on the MTP.
- **Consideration** - Adding housing officials to the MPO consultation process.
- **Consideration** - Projects and strategies that promote consistency between transportation improvements and State and local housing patterns (in addition to planned growth and economic development patterns) within the MTP process.
- **Consideration** - Adding assumed distribution of population and housing to a list of recommended components to be included in optional scenarios developed as part of the MTP development.
- **Consideration** - Specific to metropolitan planning areas that serves a transportation management area (TMAs), permitting the transportation planning process to address the integration of housing, transportation, and economic development strategies through a process that provides for effective integration, including by developing a housing coordination plan.

² H.R.3684 - Infrastructure Investment and Jobs Act. 117th Congress (2021-2022). November 15, 2021.

EXECUTIVE ORDER 13985

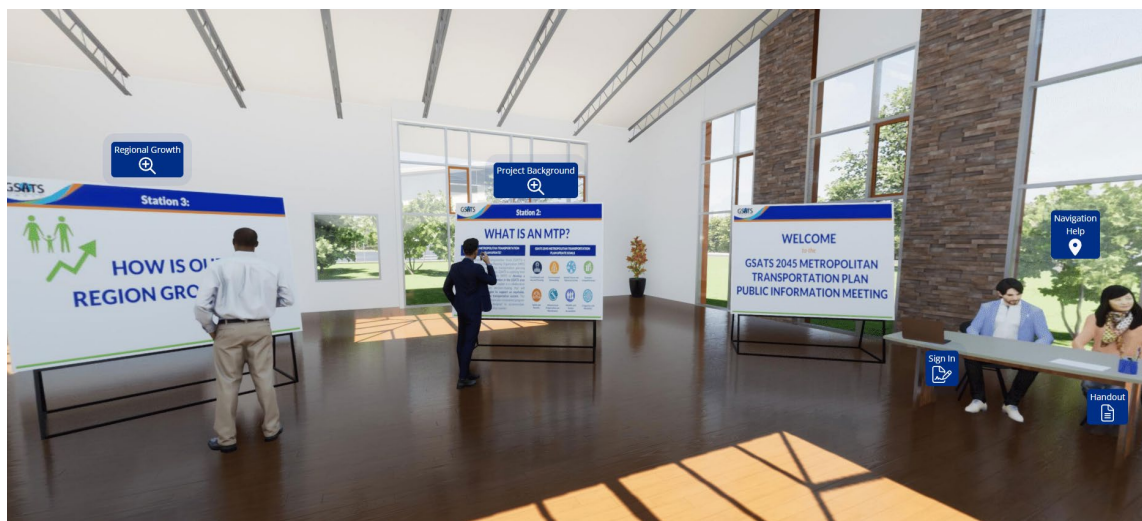
Building off Executive Order 13985 (Advancing Racial Equity and Support for Underserved Communities)³, the IJJA placed additional emphasis on equity and provided guidance for implementing the Justice40 Initiative. Justice40 is a whole-of-government effort to ensure that disadvantaged communities which have been historically marginalized and overburdened by pollution and underinvestment in housing, transportation, water and wastewater infrastructure, recreation, and health care receive at least 40 percent of the overall benefits from new and existing Federal investments across all programs. The IJJA directs federal agencies to work with State Departments of Transportation and MPOs to review current and new metropolitan transportation plans to advance federal investments that support improved mobility in underserved and disadvantaged communities.

³ Executive Order 13985 **Advancing Racial Equity and Support for Underserved Communities Through the Federal Government**. Joseph R. Biden, President of the United States of America. January 20, 2021. <https://www.federalregister.gov/documents/2021/01/25/2021-01753/advancing-racial-equity-and-support-for-underserved-communities-through-the-federal-government>

PUBLIC PARTICIPATION

Developing MTPs requires extensive public and private partner participation and agency coordination throughout the planning process. Federal legislation requires that metropolitan planning organizations such as GSATS provide the public and interested stakeholders with reasonable and meaningful opportunities to be involved in the transportation planning process. Five public information meetings were held between May 23-25, 2023, to initiate the MTP update. The meetings were an open house format held in Shallotte, North Carolina; North Myrtle Beach, South Carolina (SC); Myrtle Beach, SC; Surfside Beach, SC; and Murrells Inlet, SC. In addition to the meetings, citizens had an opportunity to participate in virtual public information meetings, take an online survey, submit comments, and identify locations within the region for transportation improvements. A total of 90 people attended the meetings in person. Additionally, 285 people participated in the online survey, and 288 visited the virtual public information meeting virtual room. Citizens provided over 2,800 comments in person and through the online survey.

Figure 2. Virtual Public Information Meeting Room



During the meetings and as part of the online survey, participants were asked to identify transportation challenges and map desired improvements. Participants were also asked to share their input about the planning goals and transportation habits. This input informs transportation planning decisions within the study area. Understanding the user groups and the communities' goals improves the quality of MTP recommendations. Table 4, Regional Planning Goals, shows the options presented to participants during the in-person and virtual public information meetings. Participants selected the top three goals that are most important to them. These regional planning goals correspond to the GSATS 2045 MTP Goals and FHWA Community Goals. The public identified the following as the most important regional planning goals:

1. Reduce congestion and improve reliability of transportation.
2. Coordinate land use and transportation planning in the region.
3. Increase mobility and accessibility throughout the region.

Table 4. Regional Planning Goals

Coordinate land use and transportation planning in the region	Advance the economic competitiveness of the region	Increase mobility and accessibility throughout the region	Improve environmental stewardship and protect the natural environment
Increase transportation choices throughout the region	Provide a safe and secure transportation system	Preserve and maintain existing infrastructure	Reduce congestion and improve reliability of transportation

Figure 3. Murrells Inlet Transportation Goals Dot Activity

CSATS Transportation Goals
Murrells Inlet, SC

Which of the following regional planning goals are most important to you?
Place a dot under your top 3 goals.

<p>Coordinate land use and transportation planning in the region</p> <p>● ● ● ● ●</p>	<p>Advance the economic competitiveness of the region</p> <p>●</p>	<p>Increase mobility and accessibility throughout the region</p> <p>● ● ●</p>	<p>Improve environmental stewardship and protect the natural environment</p> <p>● ● ● ● ●</p>
<p>Increase transportation choices throughout the region</p> <p>● ●</p>	<p>Provide a safe and secure transportation system</p> <p>● ● ● ●</p>	<p>Preserve and maintain existing infrastructure</p> <p>● ● ● ●</p>	<p>Reduce congestion and improve reliability of transportation</p> <p>● ● ● ● ●</p>

Table 5 shows the transportation improvement options presented to participants during the public information meetings. Participants identified the top three improvements they would like to see in the area that are most important to them. The public's rating of their most important regional planning goals and their preferred transportation improvements were compiled at the end of the public comment period. The top-rated transportation improvements that would most increase people's ease in getting to where they want to go in the region were:

1. Improving intersections/signals
2. Widening existing roads
3. Building new roads

Table 5. Potential Transportation Improvements

Building new roads	Widening existing roads	Improving intersections/signals	Extending bus services to more places	Enhancing bus stops	Providing more frequent bus service
Building more bike lanes	Building paved off-road bike lanes	Improving safety of existing bike lanes	Building more sidewalks/crosswalks	Amending zoning so places are closer	Your ideas!

Figure 4. North Myrtle Beach Transportation Improvements Dot Exercise

GSATS
Grand Strand Area Transportation Study

Transportation Improvements
North Myrtle Beach, SC

Which of the following improvements would most increase your ease in getting to where you want to go in the region? Place a dot under your top 3 improvements.

<p>Building new roads</p>	<p>Widening existing roads</p>	<p>Improving intersections/signals</p>	<p>Extending bus service to more places</p>	<p>Enhancing bus stops, e.g., shelters</p>	<p>Providing more frequent bus service</p>
<p>Building more bike lanes</p>	<p>Building paved off-road bike lanes</p>	<p>Improving safety of existing bike lanes</p>	<p>Building more sidewalks/crosswalks</p>	<p>Amending zoning so places are closer</p>	<p>Your Ideas!</p> <p><i>Handwritten notes:</i> - more bike lanes to connect to other areas, especially the beach - off-road bike path (pathway) - connect existing roads (highway)</p>

As of May 2017



POTENTIAL ADDITIONAL GOALS AND OBJECTIVES

Based on the guidance provided by the updated PEAs, IIJA, and EO 13985, a series of additional goals and objectives have been presented for consideration during the development of the GSATS 2045 MTP Update.

In 2009 three Federal agencies, the U.S. Housing and Urban Development (HUD), the U.S. Department of Transportation (USDOT), and the U.S. Environmental Protection Agency (EPA) partnered to develop the Partnership for Sustainable Communities, an interagency effort to remove regulatory and policy barriers, leverage resources, and align agency priorities and investments⁴. The Partnership for Sustainable Communities collaboration resulted in the Livability Principles⁵ creation, a policy guide for the interagency policies, investments, and decision-making.

In 2009, interagency collaboration was novel and considered groundbreaking. Today, interagency collaboration is commonplace and federal agencies regularly provide cross-cutting policies and mutually supportive programs.

The potential goals and objectives demonstrate how GSATS might align the transportation planning and decision-making process to support its member jurisdictions and agencies policies, priorities, and projects that advance infrastructure investments across all types in areas such as clean energy, climate resilience, housing, and equity. Table 6 provides an illustrative example of what these potential goals and objectives might include.

⁴ Partnership for Sustainable Communities. June 16, 2009.

<https://obamawhitehouse.archives.gov/sites/default/files/uploads/SCP-Fact-Sheet.pdf>

⁵ Partnership for Sustainable Communities: Five Years of Learning from Communities and Coordinating Federal Investments. U.S. Environmental Protection Agency. Fifth Anniversary Report. August 2014.

<https://archive.epa.gov/epa/sites/production/files/2014-08/documents/partnership-accomplishments-report-2014-reduced-size.pdf>



Table 6. Potential New Goals and Objectives for the GSATS 2045 MTP

POTENTIAL GOALS	OBJECTIVES
Increase Access to and Deployment of Clean Mobility Options Promote alternative fuel resources and transportation system electrification.	Facilitate and enable transportation investments to incorporate electric vehicle (EV) charging infrastructure at all project development stages.
	Ensure that EV charging infrastructure is accessible to historically marginalized and disadvantaged communities
	Increase the share of all motorized trips powered by a clean mobility alternative
Develop a Resilient Transportation Network Mitigate transportation vulnerabilities through practical, innovative infrastructure design, investments, and programs that protect natural resources and susceptible communities.	Reduce transportation system impacts caused by climate change, including stormwater and flooding issues
	Prevent transportation projects' disproportionate adverse effects on minority, low-income, historically marginalized, and disadvantaged communities
Provide Safe Streets and Mobility Choices for All Develop safe, complete streets and reliable and economical transportation choices to increase traveler safety, decrease household transportation costs, and promote public health.	Streets designed, operated, and maintained within the GSATS MTA enable safe and comfortable access for people of all ages and abilities. Reduced congestion and ease of access for all makes for inclusive, thriving communities.
	Reduce the number of bicycle and pedestrian crashes.
	Increase the amount of on-street bicycle and pedestrian infrastructure.
	Improve accessibility to and the quality of public transit stops.
Coordinate the Transportation Planning Process Align the transportation planning processes, including integrating planning and environmental, across Federal, state, regional, and local agencies to increase funding opportunities, remove barriers to collaboration, and increase accountability and effectiveness.	Reduce project decision-making and implementation timeline, including project development and review.
	Increase the number of GSATS projects utilizing innovative funding.
	Leverage non-public funding sources to advance transportation initiatives.
Support Equitable, Affordable Housing Direct transportation investments toward affordable housing and existing residential neighborhoods to improve traveler safety, increase mobility, and lower the combined cost of housing and transportation.	40% of GSATS transportation system investments will benefit communities with housing determined to be affordable by County and local housing officials
	Reduce the transportation cost burden to low-income, historically marginalized, and disadvantaged communities
	Decrease work commute travel times for low-income, historically marginalized, and disadvantaged communities



The GSATS MTP goals and objectives continue to resonate with the region's citizens. The public participation meetings held between May 23-25, 2023, confirmed that the MTP's goals for reducing congestion, improving system reliability, coordinating land use with transportation planning, and increasing mobility and accessibility were top priorities for citizens, businesses, and key government stakeholders.

The MTP development process also included reviewing guidance and requirements identified in the federal PEAs, the Infrastructure Investment and Jobs Act, and Executive Order 13985. As such, a set of additional goals and objectives were identified and presented for consideration. Of these additional goals, three stand out, overlapping with public engagement meetings and online participants' top three goals (from the current MTP goals). The overlapping additional goals are:

- **Develop a Resilient Transportation Network**
- **Provide Safe Streets and Mobility Choices for All**
- **Coordinate the Transportation Planning Process**

These overlapping additional goals reinforce the public and stakeholders' top three MTP's current goals:

1. Congestion relief and improved transportation reliability (Goal 8).
2. Coordinated planning, especially for land use and transportation (Goal 1).
3. Increased regional mobility and accessibility (Goal 3).

For example, developing a resilient transportation network supports congestion relief strategies and builds transportation system reliability by addressing new and increasing challenges posed by climate change. It also addresses transportation system reliability by addressing transportation equity concerns.

Likewise, coordinating land use and transportation planning efforts ideally should include processes and strategies to reduce the project decision-making and implementation timeline, innovations, and leverage funding from both traditional and non-traditional sources.

Finally, increasing regional mobility and accessibility is synonymous with providing safe streets and mobility choices for all. From a transportation infrastructure and service provision perspective, increasing opportunities for travelers to use modes other than the automobile, such as cycling and public transit, is a key strategy to achieve this goal.

The top three GSATS current goals and their objectives can be achieved without additions. However, the federal PEAs, IIJA, and EO 13985 offer opportunities to update and strengthen the MTP goals and objectives and align them with the federal objectives which in turn will help GSATS and its constituents better pursue federal resources and support for transportation infrastructure and services.



PERFORMANCE MEASURES

Performance-based planning is an important tenant of the MTP process. The guiding principle behind the development and implementation of performance measures is to provide MPOs with a means to quantify the transportation system's performance. Performance measurements serve the following three functions:

- **Plan Development** - Provide a means to quantify baseline system performance and impacts of plan options to support trade-off decisions and help communicate the anticipated impacts of different investment strategies.
- **Plan Implementation** - Support plan implementation by emphasizing agency goals and objectives and integrating them into budgeting, program structure, project selection, and project and program implementation policies.
- **Accountability** - Facilitate tracking and reporting on system performance relative to plan goals and objectives to support accountability for plan implementation and results.

The GSATS 2045 MTP will maintain the existing performance measures for consistency, enhancing them where needed, based on:





- **Data Availability** - The data and analysis tools needed for the measure should be readily available or easy to obtain. The data should be reliable, accurate, and timely.
- **Strategic Alignment** - The measures should align well with the goals and objectives of the North Carolina Statewide Plan and the South Carolina Statewide Multimodal Transportation Plan, and the National transportation policy.





As with the previous plan, the MTP performance measures will continue to consider:

- **Understandable and Explainable** - The measures should be easy to understand and useful when communicating to external partners.
- **Causality** - The measures should focus on the items under the transportation planning organization's and local governments' span of control.
- **Decision-Making Value** - The measures should provide predictive, diagnostic, and reporting value to agency decision-makers.

The GSATS 2045 MTP performance measures are presented in Table 7. Each goal area lists measurable objectives to help meet the goals and measure future performance of the multimodal transportation system.

Table 7. GSATS 2045 MTP Performance Measures

GOALS		OBJECTIVES	PERFORMANCE MEASURES [potential data source]
	Goal 1. Coordinated Land Use and Transportation Develop a Plan that will protect and sustain a high quality of life by coordinating land use and transportation planning in the region.	Improve data collection and forecasting methods to ensure the identification of existing and future areas of concern.	<ul style="list-style-type: none"> • Number of lane miles of bicycle lanes and sidewalks [MPO Data] • Align recommendations with Comprehensive Plans [Steering Committee partners]
		Develop and utilize Land Use Design Guidance to improve streetscaping and incorporate Complete Streets.	
		Improve pedestrian and bicycle linkages to activity centers.	
		Protect and preserve historic, cultural, and civic assets.	
	Goal 2. Economic Competitiveness Develop a financially feasible plan that will advance the economic competitiveness of the GSATS region based upon sustainable development.	Utilize the existing transportation system to facilitate enhanced freight movement to support a growing economy.	<ul style="list-style-type: none"> • Travel Time Reliability index [INRIX, SCDOT, NCDOT] • Annual hours of truck delay on principal arterials [SCDOT, NCDOT]
		Use transportation investment to support economic development, job creation, and commerce.	
	Goal 3. Mobility and System Accessibility Develop a Transportation System that will increase accessibility and mobility throughout the region and integrates modes to provide efficient movement of people and freight.	Improve access and mobility within the region by adopting and implementing access management, complete streets, and intersection design guidelines.	<ul style="list-style-type: none"> • Number of completed projects incorporating access management, complete streets, and/or intersection design guidelines [MPO Data] • Percent of non-Single Occupant Vehicle travel [U.S. Census Bureau, ACS]
		Provide equitable transportation options for all travelers, including transit-dependent populations and users of all capabilities.	
	Goal 4. Environmental Stewardship Develop a transportation system that will enhance economic and social values, protect the natural environment, and minimize adverse impacts.	Provide a transportation system that is sensitive to the natural and man-made environment.	<ul style="list-style-type: none"> • MPO Air Quality Design Values [MPO Data] • Annual hours of delay on principal arterials [INRIX, SCDOT, NCDOT]
		Encourage modal partners to be proactive in considering and addressing environmental impacts of their transportation infrastructure investments.	
		Encourage the protection and conservation of natural resources.	

GOALS		OBJECTIVES	PERFORMANCE MEASURES [potential data source]
	Goal 5. Modal Choices and Balanced System Establish a more balanced and livable transportation system that will increase modal choices by prioritizing transit, pedestrian, and bicycle travel throughout the region.	Utilize the existing transportation system to facilitate enhanced modal options for a growing and diverse population and economy.	<ul style="list-style-type: none"> Percent increase in transit ridership [Coast RTA, Brunswick Transit System (BTS)] Number of on-demand transit trips [Coast RTA, BTS] Percent of population within ½ mile of transit route or facility connecting to regional activity center(s) [Coast RTA, BTS] Percent of population within ½ mile of bicycle facility connecting to regional activity center(s) [MPO Data]
		Improve transportation choice and mode selection.	
		Improve intermodal connectivity.	
	Goal 6. Safety and Security Provide and promote a safe, secure, accessible, resilient, and efficient multimodal transportation system for residents, tourists, and commerce.	Provide for a safe and efficient transportation system.	<ul style="list-style-type: none"> Number and rate of fatalities (rate = # of fatalities per 100 million vehicle miles traveled) [SCDOT, NCDOT] Number and rate of serious injuries (rate = # of serious injuries per 100 million vehicle miles traveled) [SCDOT, NCDOT] Number of Non-motorized fatalities [SCDOT, NCDOT] Number of Non-motorized serious injuries [SCDOT, NCDOT]
		Reduce highway fatalities and serious injuries.	
		Reduce bicycle and pedestrian and other vulnerable roadway users' fatalities and serious injuries.	
		Reduce fatal or serious injury crashes at at-grade rail crossings.	
	Goal 7. Infrastructure Preservation and Maintenance Protect and preserve the existing public multimodal transportation system and facilities in a state of good repair.	Reduce fatal and serious injury crashes at intersections.	<ul style="list-style-type: none"> Percent of state-maintained road miles in "good" condition [SCDOT, NCDOT] Percent of state-maintained bridges in "good" condition [SCDOT, NCDOT, NBIS1]
		Maintain or improve the current state of good repair for the National Highway System.	
		Reduce the percentage of remaining state highway miles (non-interstate/strategic corridors) moving from a "fair" to a "poor" rating while maintaining or increasing the % of miles rated as "good".	
		Improve the condition of the state highway system bridges.	
	Goal 8. Congestion and Reliability Reduce congestion and improve the reliability of the multimodal transportation system.	Maintain or improve the transit infrastructure in a state of good repair.	<ul style="list-style-type: none"> Travel time reliability index [INRIX travel time data or AADT-based level of service]
		Reduce the number of system miles at unacceptable congestion levels.	
		Improve travel time reliability (on priority corridors or congested corridors).	
		Provide improvements to relieve congestion based on rational and objective criteria to ensure the wise and effective use of limited resources.	