

Chapter 3 - Goals, Objectives, & Strategies

This chapter presents goals, objectives, and strategies that have been developed as part of the *Richmond Area MPO 2026 Long-Range Transportation Plan (LRTP)* update. Strategies have been developed in order to measure the performance of the plan during the horizon period. Definitions are provided below for goals, objectives, and strategies.

- Goal: A long-term end toward which efforts are directed
- Objective: A specific, intermediate program or activity that marks progress toward a goal
- Strategy: A measurable plan of action or way in which programs and activities are coordinated to achieve an identified goal and objective

The Intermodal Surface Transportation Efficiency Act (ISTEA) of 1991 and the National Highway System (NHS) Designation Act of 1995 required that sixteen planning factors be considered in the development and update of regional transportation plans. The Transportation Efficiency Act for the 21st Century (TEA-21) reduced the number of planning factors from sixteen to seven. These factors and the goals in which they are addressed in the MPO process and *2026 Long-Range Transportation Plan* are as follows:

Figure 3-1 LRTP Goals Addressing TEA-21 Planning Factors

TEA-21 Planning Factor	Corresponding Richmond Area MPO LRTP Goal
1) Support the economic vitality of the metropolitan area, especially by enabling global competitiveness, productivity, and efficiency;	1, 3, 5
2) Increase the safety and security of the transportation system for motorized and non-motorized users;	2, 6
3) Increase the accessibility and mobility options available to people and to freight;	1, 2, 3, 4, 5, 6
4) Protect and enhance the environment, promote energy conservation, and improve quality of life;	2, 4
5) Enhance the integration and connectivity of the transportation system, across and between modes, for people and freight;	2, 3, 5
6) Promote efficient system management and operation;	2, 3, 5, 6
7) Emphasize the preservation of the existing transportation system.	5, 6

Goal 1.0 Plan and program transportation resources equitably between localities in a way that complements economic development strategies stated in local government comprehensive plans and other sources giving consideration to those areas which are in identified regional activity centers.

Objective 1.1 Strengthen transportation linkages between employment and commercial centers and residential areas.

Strategy 1.1.1 Communicate transportation linkages between employment centers and available labor supply to local agencies who identify and train local residents to fill available positions at employment centers.

Strategy 1.1.2 Plan for the expansion of the public transportation system, in collaboration and cooperation with local governments, within the 2026 MPO urbanized area.

Goal 2.0 Provide a safe and efficient transportation system.

Objective 2.1 Improve the overall safety of the regional transportation system.

Strategy 2.1.1 Reduce the vehicle related crash rate for the Richmond District by approximately 51 percent (2.9 percent annually) from 133 accidents per 100 million vehicle miles traveled in 2001 to 65 accidents per 100 million vehicle miles traveled in 2026.

Strategy 2.1.2 Encourage local jurisdictions and VDOT to provide adequate facilities (such as sidewalks, crosswalks, shoulders, and bike paths/lanes) for pedestrian, bicycle, and non-motorized as well as motorized travel alongside and on roadways that exceed 4,000 vehicles per day of automobile traffic.

Strategy 2.1.3 Improve intermodal safety where modes intersect, such as at-grade railroad crossings and highway or railroad bridges over waterways and highways.

Objective 2.2 Improve emergency preparedness and emergency response and incident clearing times on major roadways and arterials in the MPO study area.

Strategy 2.2.1 Plan to expand incident management coverage by the Smart Traffic Center (STC) using closed circuit television (CCTV) and ITS technologies to cover 100 percent of the freeway system and 25 percent of the arterial system within the MPO study area by 2026.

Strategy 2.2.2 Coordinate and implement emergency preparedness and evacuation plans with adjacent regions.

Objective 2.3 Work with area local governments to encourage coordination of transportation planning with land use planning at a regional and local level in an effort to improve transportation efficiency.

Strategy 2.3.1 As part of local jurisdictions comprehensive land use plans and programs, encourage the development of long-term strategies and programs that consider new and/or expanded public transportation services, travel demand management programs, and other transportation alternatives to new developments and future growth areas.

Strategy 2.3.2 Encourage local jurisdictions to incorporate transit oriented development guidelines and access management policies into comprehensive land use plans and zoning ordinances.

Strategy 2.3.3 Encourage local jurisdictions to develop comprehensive land use plans and programs which provide for compact, multiple use developments with internal bicycle and pedestrian circulation networks and access to regional bicycle and pedestrian networks and public transportation services.

Goal 3.0 Develop a balanced transportation system that serves the needs of the region's diverse population.

Objective 3.1 Improve traffic movement through the region by encouraging the use of mass transit, carpooling, vanpooling, walking, and bicycling, thereby reducing the reliance on the single-occupant vehicle.

Strategy 3.1.1 Enhance the existing commuter assistance program (Ridefinders) by providing funding, including subsidy programs, in an effort to obtain an annual two percent (2%) growth rate in the use of alternatives to the single-occupant-vehicle (SOV).

Strategy 3.1.2 Work with area local governments to encourage each locality within five years to adopt the recommendations from the MPO's Regional Bicycle and Pedestrian Study providing for incorporation of study recommendations into the transportation element of local Comprehensive Land Use plans...

Strategy 3.1.3 Work with GRTC to ensure that within five years all GRTC vehicles and facilities have adequate provisions for bicycle storage and transportation (i.e., bikes on buses, park and ride lot racks and lockers, etc.).

Strategy 3.1.4 Support multi-regional and statewide efforts to provide expanded passenger rail service, including higher speed rail, to and through the Richmond region.

Strategy 3.1.5 Support local and regional efforts to plan for and provide commuter rail, light rail, and/or streetcar/trolley transportation options in the Richmond region.

Strategy 3.1.6 Encourage and support public investment in freight rail, particularly in intermodal rail infrastructure and terminal facilities in the Richmond and Crater Planning District Commission areas, with the objective of reducing existing congestion and facilitating non-highway movement of both freight and people.

Objective 3.2 Aggressively pursue funding sources for all modes of transportation.

Strategy 3.2.1 Secure a reliable and dedicated source of funds for public transportation and intercity rail.

Goal 4.0 Develop a transportation planning and programming process that protects and enhances the quality of life in the Richmond region for all segments of the regional population.

Objective 4.1 Continue to include public involvement; community, jurisdictional and regional values; environmental justice concerns; and Title VI and ADA guidelines when proposing and funding transportation plans and projects.

Strategy 4.1.1 Continue to provide opportunities for involvement of the region's citizens in transportation decision making, with a special emphasis on including traditionally underserved populations (low income and minority communities).

Strategy 4.1.2 Expand specialized transportation services, at a rate equivalent to the regional annual growth rate in disabled population, once existing capacity on available systems has been absorbed.

Objective 4.2 Maintain the region's efforts in integrating air quality attainment and environmental protection goals in formulating regional transportation plans, policies and decisions.

Strategy 4.2.1 Satisfy the mobile source emissions budget for ozone precursors of volatile organic compounds (VOCs) and nitrogen oxides (NOx).

Strategy 4.2.2 Design the regional transportation network to support the Governor's commitment to the Chesapeake Bay 2000 Agreement, including protecting water quality, mitigating noise and visual impacts, and promoting sustainable development.

Goal 5.0 Support the efforts of the port facilities along the James River, the airport, and rail service providers to expand and maintain existing facilities.

Objective 5.1 Encourage the local and regional freight transportation industry to utilize multiple modes of transportation for the shipment of goods.

Strategy 5.1.1 Encourage rail service providers to increase their share of freight movement and reduce through truck traffic on the roadway network.

Strategy 5.1.2 Assist the Capital Region Airport Commission, the port facilities along the James River, and rail service providers in seeking non-MPO source federal, state, and grant funds to improve cargo and commodity movement so that internal freight movement volumes on roadways can be reduced by 10 percent (10%) during the twenty-year life of the plan.

Strategy 5.1.3 Working through a jointly established Richmond Area MPO and Tri-Cities Area MPO Intermodal Advisory Task Force, and in conjunction with Crater Planning District Commission staff, explore opportunities and interest in the development of an intermodal freight transfer facility serving the Central Virginia area.

Objective 5.2 Support the Capital Region Airport Commission and Port of Richmond Commission in seeking grant and other state and federal funds over the next 20 years to develop expanded airport and port facilities.

Strategy 5.2.1 During the twenty year life of the plan, assist in upgrading and/or enhancing other airports in the region, both public and private, by identifying non-MPO funding sources so that private planes can be diverted from the limited capacity runway at Richmond International Airport.

Strategy 5.2.2 During the twenty year life of the plan, assist in upgrading improvements to the James River Navigation Channel and all ports and marine terminal facilities in the region, both public and private, by identifying non-MPO funding sources that would lead to increased commercial navigation on the James River.

Goal 6.0 Manage and maintain the existing transportation system to maximize performance.

Objective 6.1 Utilize Intelligent Transportation System (ITS) technology where possible to maximize efficiency of the existing transportation facilities and services.

- Strategy 6.1.1* Develop an ITS working committee to identify and implement Intelligent Transportation System (ITS) technologies.
 - Strategy 6.1.2* Provide accessible and reliable traveler information.
- Objective 6.2* Recognizing that the highway network is the backbone of the regional transportation system, continue to support efforts to maximize the efficiency and safety of the regional roadway network.
- Strategy 6.2.1* Encourage VDOT, local government jurisdictions, and transportation providers to maintain existing transportation facilities and services to maximize the effective lifespan of the region’s transportation system investments.
 - Strategy 6.2.2* Develop proposed programs and projects so that roadway congestion does not increase beyond current levels.
 - Strategy 6.2.3* As part of the Congestion Management System (CMS) process, annually develop a list of regional high congestion locations and target funds to address those locations in the annual TIP and Long-Range Transportation Plan.
- Objective 6.3* Promote user and operator education to demonstrate transportation system accessibility and safety for all communities and citizens.
- Strategy 6.3.1* Provide information to local residents, MPO decision makers, and local elected officials that, due to fiscal constraints, it is impossible to “build our way out of congestion.”
 - Strategy 6.3.2* Conduct an annual media event concurrent with the adoption of the annual TIP, to show how and why projects were selected and the costs associated with them.
 - Strategy 6.3.3* Encourage Ridefinders, with support from the Greater Richmond Chamber of Commerce, to work with major employers to develop peak spreading programs (i.e., alternative work hours) and reduced work-related trip making programs (teleworking, home dispatch) so that peak-period traffic volumes are maintained at levels lower than the annual growth rate of the region.
 - Strategy 6.3.4* Promote public education on the rights and responsibilities of cyclists and pedestrians on roadways.