

BATS 2045 MTP Goals and Objectives

Process for Updating Goals and Objectives

The initial process for updating the goals and objectives was to compare the existing Brunswick Area Transportation Study (BATS) 2040 MTP goal areas with relevant national, state, and local transportation goals to identify additional goal areas to consider for the BATS 2045 MTP, see **Table 1** for additional details. First, the National Planning Factors and Goals were reviewed. These factors and goals were set forth by the federal legislation bill, Fixing America's Surface Transportation Act (FAST Act). The FAST Act continues to improve the planning approach of having a cooperative, continuous, and comprehensive planning process. It adds an additional emphasis on performance-based planning and performance monitoring and had additional planning factors and goal areas that were not found in the previous federal legislation bill, Moving Ahead for Progress in the 21st Century Act (MAP-21).

Once the National Planning Factors and Goals were reviewed, the goals in the Georgia Department of Transportation's 2040 Statewide Transportation Plan were compared to determine if additional statewide goal areas were necessary to consider. A peer review of other local plans was conducted. Local plans analyzed included the Dougherty Area Regional Transportation Study (DARTS) Draft 2045 Metropolitan Transportation Plan (MTP) and the Madison Athens-Clarke Oconee Regional Transportation Study (MACORTS) 2045 Long Range Transportation Plan (LRTP). Staff then reviewed the BATS 2040 Goals and Objectives to determine what new information is missing based on the new FAST Act legislation and to ensure the new goals align with the FAST Act goals. During this review it was determined that the BATS 2045 plan should include new goals to align with the FAST Act planning factors and goal areas reflecting an Enhanced System Integration and Connectivity; Enhanced Travel and Tourism; and Support of Economic Vitality.

Proposed Goals and Objectives

Table 1 contains the proposed Goals and Objectives that are FAST Act compliant based on the research that was conducted.

Table 1: 2045 BATS MTP Proposed Goals and Objectives

Goals	Objectives
Increase the Safety and Security of the Transportation Network	Encourage design features that enable all users a convenient way to reach their destination while minimizing conflict points among modes
	Promote Pedestrian and Bicycle safety through public awareness
	Support projects that aid in the event of a natural disaster
Support Economic Vitality, Development, and Competitiveness	Efficiently utilize public resources
	Improve access to National freight networks
Enhance accessibility, mobility, and connectivity for all transportation modes	Utilize Complete Streets design policies
	Explore opportunities for public transportation
Establish a connected multimodal transportation network that is cost effective, efficient, easily accessible, and safe to all users	Support enhancement of facilities that provide for interconnected bicycle and pedestrian transportation options
	Support facilities that use transit and other non-motorized modes
	Coordinate with appropriate agencies when designing and implementing multimodal facilities
Protect the environment, promote energy conservation, and improve quality of life	Emphasize enhancements to transportation facilities that preserve and complement natural environmental features within the area
	Coordinate transportation and land use decisions
Manage and preserve the transportation system to ensure long range sustainability	Allocate resources to maintain existing facilities in a state of good repair
Provide efficient system operation	Minimize congestion
	Promote coordination among modes
Support regional economic development by improving the national freight network and strengthening the ability of rural communities to access national and international trade markets	Promote investments in transportation facilities that enhance regional connectivity
	Support investments in transit facilities that provide access to tourist attractions
	Promote investments that enhance connection/accessibility to public airports
Enhance livability and support economic vitality of the metropolitan area, especially by enabling global competitiveness, productivity and efficiency	Support enhancing livability by addressing recurring and non-recurring congestion
	Coordinate with local emergency management agencies
	Identify weaknesses and that impact the reliability of the transportation network and identify mitigation improvements

Additional Goals

During the research in establishing new goals, two other MPO plans were reviewed to see how they have addressed the new FAST Act legislation, the DARTS Draft 2045 MTP and MACORTS 2045 LRTP. **Table 2** shows the goals and objectives from these plans and the 2040 BATS for comparison to the federal and state requirements. MACORTS added additional goals focusing on Land Use and Transit that are outside of the FAST Act and State requirements.

Next Steps

BATS may also like to add additional goals that are specific to the region. One example may be to add a goal on Disaster Preparedness given the recent hurricane occurrences in the area. During the public outreach for the MTP additional goals may arise based on feedback received from the public.

Table 2: Comparison Table of Goals and Objectives from MPOs to the State and FAST Act

FAST Act National Planning Factors	FAST Act National Goals	GA 2040 SWTP/2015 SSTP State Goals	DARTS 2045 Goals	DARTS 2045 Objectives	MACORTS 2045 Goals	MACORTS 2045 Objectives	BATS 2040 Goals	BATS 2040 Objectives
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.	To enhance the performance of the transportation system while protecting and enhancing the natural environment.	Improve the environment	Safety/Security: Maintain and improve transportation system safety and security for motorists, pedestrians, and bicyclists.	<ul style="list-style-type: none"> Minimize frequency and severity of crashes Reduce modal conflicts Prioritize transportation improvements that Reduce fatalities and serious injuries Utilize design strategies to Reduce potential crashes 	Safety and Security: Ensure the Safety and Security of the multimodal transportation system for all users.	<ul style="list-style-type: none"> Minimize frequency and severity of vehicular crashes Reduce modal conflicts Prioritize transportation improvements that reduce fatalities and serious injuries Utilize design strategies to reduce potential crashes 	Safety and Security: Increase the safety and security of the Transportation Network	<ul style="list-style-type: none"> Encourage design features that enable all users a convenient way to reach their destination while minimizing conflict points among modes. Promote pedestrian and bicycle safety through public awareness. Support projects that aid in the event of a natural disaster.
<p>Increase the safety of the transportation system for motorized and nonmotorized users.</p> <p>Increase the security of the transportation system for motorized and nonmotorized users.</p>	To achieve a significant reduction in traffic fatalities and serious injuries on all public roads.	Improve safety	Economic Vitality: Ensure a financially balanced plan and the cost of transportation facilities and services are borne by those who benefit from them.	<ul style="list-style-type: none"> Balance costs with revenues Coordinate transportation investments with existing and potential regional transportation systems Coordinate transportation investments with land uses and development Maximize the benefits of projects for the cost 	Economic Vitality: Support the economic vitality of the region by enabling local, regional, and global competitiveness, productivity and efficiency	<ul style="list-style-type: none"> Improve operating efficiency of the existing infrastructure and transportation systems Reduce travel time and delays Promote projects that incorporate multimodal/complete street elements Promote projects which provide the maximum travel benefit per cost 	Economic Vitality: Support Economic Vitality, Development, and Competitiveness.	<ul style="list-style-type: none"> Efficiently utilize limited public resources. Improve access to national freight networks
Increase accessibility and mobility of people and freight	<p>To achieve a significant reduction in congestion on the National Highway System.</p> <p>To improve the efficiency of the surface transportation system.</p>	<p>Relieve congestion and improve reliability</p> <p>Improve freight movement and economic development opportunities</p>	Accessibility and Mobility: Provide a transportation system that affords sufficient mobility to accommodate the travel demands of Dougherty and South Lee County residents and businesses.	<ul style="list-style-type: none"> Maximize efficient mobility Ensure accessibility to employment and services to meet the needs of the region's population Minimize delays due to congestion 	Mobility: Maximize mobility and connectivity for both people and freight, while increasing accessibility and ensuring integration of modes, where appropriate.	<ul style="list-style-type: none"> Encourage transit-supportive land use patterns Coordinate transit route development with existing and potential regional transportation systems Include transit accommodations in future road and sidewalk improvements Provide for pedestrian/bicycle access to existing and proposed transit routes Improve accessibility and enhance the paratransit service Improve freight mobility and access to freight generators and attractors 	Accessibility, Mobility, and Connectivity: Enhance accessibility, mobility, and connectivity for all Transportation Modes	<ul style="list-style-type: none"> Utilize Complete Streets design policies Explore opportunities for public transportation

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Enhance the integration and connectivity of the transportation system, across and between modes for people and freight	<p>To achieve a significant reduction in congestion on the National Highway System.</p> <p>To improve the efficiency of the surface transportation system.</p>	Relieve congestion and improve reliability	<p>Enhanced System Integration and Connectivity: Provide a multimodal transportation system which offers cost-effective alternatives to the automobile, supports efficient freight movement, provides for bicyclists and pedestrians, and encourages continued use and development of air transportation facilities.</p>	<ul style="list-style-type: none"> Maximize efficient mobility for freight Encourage and provide adequate facilities for the use transit and non-motorized modes Maximize efficient transit service Provide a safe, interconnected, multimodal network 	<p>Multimodal Connectivity: Provide a connected and accessible transportation system for all users, providing safe and efficient mobility options</p>	<ul style="list-style-type: none"> Provide interconnected bicycle and pedestrian network as viable transportation options Follow recommendations in adopted multimodal plans Provide for safe bicycle and pedestrian access between activity and residential centers Encourage the planning and programming of transportation enhancement projects Coordinate the design and implementation of multimodal facilities with appropriate agencies and user groups 	N/A	N/A
Emphasize the preservation of the existing transportation system	To maintain the highway infrastructure asset system in a state of good repair.	Maintain and preserve the existing transportation system.	<p>Environment and Quality of Life: Limit and mitigate adverse environmental impacts associated with traffic and transportation system development through facilities design and system management.</p>	<ul style="list-style-type: none"> Minimize adverse impacts to environmental, historic, cultural and community resources Minimize destruction of environmental assets through appropriate facility design 	<p>Environmental and Quality of Life: Provide a sustainable transportation system that protects and enhances the natural environment and improves the quality of life for residents.</p>	<ul style="list-style-type: none"> Plan transportation facilities that protect environmental, historic, cultural, and community resources. Support green infrastructure initiatives Reduce traffic congestion to promote improved air quality Minimize destruction of natural areas due to transportation facility location and/or size. Where possible, include appropriate landscaping and utilization of non-invasive or native species. 	<p>Promote the Environment, Promote Energy Conservation: Protect the environment, promote energy conservation, and improve quality of life</p>	<ul style="list-style-type: none"> Emphasize enhancements to transportation facilities that preserve and complement natural environmental features within the area. Coordinate transportation and land use decisions

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Promote efficient system management and operation	To reduce project costs, promote jobs and the economy, and expedite the movement of people and goods by accelerating project completion delays in the project development and delivery process, including reducing regulatory burdens and improving agencies' work practices.	Maintain and preserve the existing transportation system.	System Preservation and Maintenance: Maintain and efficient transportation system within Dougherty and South Lee Counties for residents and businesses	<ul style="list-style-type: none"> • Maintain acceptable bridge ratings • Maintain acceptable levels of maintenance for roadways • Maintain multimodal transportation facilities at an acceptable level 	System Preservation and Maintenance: Preserve and maintain the existing transportation system.	<ul style="list-style-type: none"> • Maintain acceptable bridge ratings • Maintain acceptable levels of maintenance for roadways. • Maintain multimodal transportation facilities at an acceptable level 	Preserve the Transportation System: Manage and preserve the transportation system to ensure Long-Range Sustainability	<ul style="list-style-type: none"> • Allocate resources to maintain existing facilities in a state of good repair
Improve the resiliency and reliability of the transportation system and reduce or mitigate stormwater impacts of surface transportation	<p>To maintain the highway infrastructure asset system in a state of good repair.</p> <p>To enhance the performance of the transportation system while protecting and enhancing the natural environment.</p>	The 2040 SWTP/2015 SSTP do not currently address this federal goal	System Management and Operation: Encourage the implementation of TSM and TDM to reduce traffic congestion and promote low cost solutions of road capacity	<ul style="list-style-type: none"> • Maximize efficiency of the network through optimized signalization • Minimize vehicular congestion delays • Incorporate the use of technology to enhance efficiency where feasible 	System Management and Operation: Promote efficient transportation systems management and operation that incorporates feasible technologies	<ul style="list-style-type: none"> • Maximize efficiency of intersections through signal timing enhancements and alternative design elements • Minimize vehicular congestion delays • Expand the use of Intelligent Transportation Systems (ITS), and other technologies where feasible. 	Efficient System Operation: Provide efficient system operation	<ul style="list-style-type: none"> • Minimize congestion • Promote coordination among modes
Enhance travel and tourism	To improve the national freight network, strengthen the ability of rural communities to access national and international trade markets, and support regional economic development	SSTP do not currently address this federal goal	Travel and Tourism: Provide a transportation network that enhances regional accessibility for travel and tourism.	<ul style="list-style-type: none"> • Promote investments in transportation facilities that provide access to tourist attractions • Promote investments in multimodal transportation facilities that encourage use by visitors • Promote investments in transportation facilities that support/provide greater accessibility to public airport 	Travel and Tourism: Provide a transportation network that enhances regional accessibility for travel and tourism, and promotes local tourism industry	<ul style="list-style-type: none"> • Promote transportation initiatives that enhance regional connectivity • Support investments in transportation facilities that support tourism industries • Support investments in transit facilities and service expansions to facilitate visitor use of the systems • Promote investments in transportation infrastructure that supports public airports in the MACORTS region 	N/A	N/A

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Support economic vitality of the metropolitan area, especially by enabling global competitiveness, productivity and efficiency	To improve the efficiency of the surface transportation system.	Improve freight movement and economic development opportunities	Reliability and Resiliency: Improve livability and the quality of the transportation system.	<ul style="list-style-type: none"> Maximize livability by addressing recurring and non-recurring congestion Promote secondary access for large scale development Determine vulnerable areas that impact the transportation network and target investments to mitigate Coordinate with local emergency management agencies Identify deficiencies in stormwater infrastructure related to transportation and develop mitigation strategies 	Reliability and Resiliency: Promote transportation system reliability and resiliency through identification of issues and investments and mitigate stormwater impacts associated with the surface transportation system.	<ul style="list-style-type: none"> Identify areas of vulnerability that impact reliability of the network and identify mitigation investments Minimize recurring and non-recurring congestion delays Ensure parallel or secondary access is planned for all developments of regional impact Coordinate with local emergency management agencies to ensure reliability of evacuation routes Support investments in multimodal transportation options to reduce reliance on a single mode of transportation Identify deficiencies in stormwater infrastructure, associated with surface transportation, and identify mitigation investments 	N/A	N/A
N/A	N/A	N/A	N/A	N/A	Enhance Land Use: Complement and enhance linkages between transportation and land use while encouraging regional collaboration.	<ul style="list-style-type: none"> Strengthen the connection between land use and transportation planning. Encourage land use strategies that maximize the potential for transit patronage and coverage. Encourage coordinated local and regional land use planning Encourage access management to preserve corridor capacity and enhance safety. Support implementation of the land use recommendations as set forth in the Comprehensive Plan(s) for Athens-Clarke County, Oconee County, Madison County, and Oglethorpe County. 	N/A	N/A

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N/A	N/A	N/A	N/A	N/A	Transit: Support increased and accessible transit.	<ul style="list-style-type: none"> • Encourage transit-supportive land use patterns • Coordinate transit route development with existing and potential regional transportation systems • Include transit accommodations in future road and sidewalk improvements • Provide for pedestrian/bicycle access to existing and proposed transit routes • Improve accessibility and enhance the paratransit service 	N/A	N/A

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