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CHAPTER 2

VISION, GOALS & OBJECTIVES

2. VISION, GOALS, AND OBJECTIVES

The development of the Temple MMP started by identifying a Vision Statement, Goals, and Objectives that fit the community needs. These strategic elements will steer mobility planning efforts in Temple over the next 20 years. They were developed by utilizing existing priorities, national best practices, public feedback, stakeholder, and partner agency input. This process of defining a vision statement with corresponding goals, objectives and performance measures is essential to a data-driven and outcomes-based decision-making process for the MMP.

2.1 Vision Statement

The City of Temple worked with the Temple MMP Steering Committee—a team composed of community leaders and City staff—to develop a vision statement that would guide the project throughout the entire planning process. The vision needed to be broad enough to encapsulate all modes of transportation and the multifaceted nature of the project, but also specific enough to ensure the vision was focused on the Temple community.

“An inclusive and equitable multimodal transportation network that provides safe, well connected, mobility choices to the City of Temple.”

2.2 Goals and Objectives

Goals and objectives add further detail to the definition and vision of the Temple MMP. The practical nature of the objective statements will facilitate bold and effective action. The project team developed nine goals and their corresponding objectives based on feedback from the public and collaboration with the Temple MMP Steering Committee. Each of the goals are described below. Further detail regarding performance measures and timeline for each objective can be found in Chapter 12: Statement of Recommendations and Implementation Plan.

GOALS:

Goals work as the guidelines for what the Temple MMP will achieve for the community and guide the rest of the planning process.

OBJECTIVES:

Objectives are specific, actionable targets that can be measured to achieve the Temple MMP goals.



SAFETY FIRST - Achieve a significant reduction in traffic fatalities and serious injuries for all modes on all public roads.

- Vision Zero: Achieve zero traffic related fatalities.
- Achieve an overall reduction in serious injuries.
- Reduce crash rate on public roads.
- Reduce bike-ped fatal and serious injury crash rate.



CHOICES - Develop an integrated transportation network that provides improved mobility for all modes, including active transportation, transit, and space for emerging technologies.

- Reduce Single Occupancy Vehicle trips.
- Increase bike/ped facility usage.
- Increase transit ridership to pre-COVID levels.
- Provide mobility improvements so drivers/travelers can select their destination based on the quality of the destinations, not quality of their trip.
- Evaluate emerging technologies to consider modifications to the planning and design process to incorporate new modes, technology, and best practice.



CONNECTIONS - Develop a connected multimodal network providing accessible mobility options to serve the city across multiple modes that are integrated with the surrounding land use. Provide accessible mobility options through a connected multi-modal network that is integrated into the surrounding land use pattern.

- Increase mode choices to residence or place of employment.
- Increase accessibility to transit.
- Close gaps in the sidewalk/bicycle network.
- Expand sidewalk/bicycle facility network.



PROSPERITY - Strengthen the economic prosperity of the city by improving transportation systems that promote access to jobs for all residents regardless of their income level, age, or mobility status; reliability of the workforce for employers; and mobility hubs and shipping logistics by providing efficient and reliable movement of goods by both rail and truck.

- Improve low income and minority transit.
- Incorporate elements of the Comprehensive Plan to identify strategies to reduce housing and transportation costs (Social Vulnerability Index).
- Enhance freight reliability to promote dependable commerce/just in time delivery/mobile warehousing.
- Establish communication avenues with members of community and outreach organizations to manage and mitigate impacts.



COMMUNITY DRIVEN - Partner with all community members and elevate the underrepresented voices to provide community-based transportation solutions.

- Increase number of contacts through the stakeholder engagement and public meeting process.
- Increase number of groups addressed through speaking engagements requested / carried out.
- Empower champions for the MMP to support strategic initiatives and action steps that lead to implementation.
- Involve P&Z and other boards/councils for input, priorities, needs vs wants.



MOBILITY – Provide a Multimodal Transportation System that safely takes people where they need/want to go, in a timely manner, with a perceived sense of comfort.

- Reduce congestion related delay.
- Implement Transportation Systems Management and Operations (TSMO) improvements/efficiencies to improve major corridor level of service (LOS).
- Improve average intersection level of service.
- Improve frequency and coverage of transit service.
- Achieve a reliable primary system.



MAINTAIN AND SUSTAIN - Promote stewardship of a sustainable transportation system through strategic asset management and systems preservation.

- Improve roadway Pavement Condition Index (PCI).
- Improve bridges within the City's jurisdiction.
- Increase resiliency.
- Increase redundancy.



QUALITY OF PLACE - Promote place making through development of context sensitive complete streets design elements.

- Design a context sensitive system that promotes neighborhood integrity and property values.
- Design a context sensitive system that protects cultural resources and historical sites.
- Protect the natural environment (air quality; water quality; wetlands and flood plain).
- Implement design elements and functionality that promote a sense of community and provide amenities such as shelters, trees, and/or shading.



FUND AND IMPLEMENT - Identify short- and long-term action steps while pursuing revenue resources to build, maintain, and operate new and existing transportation infrastructure and services.

- Develop an ongoing project selection and prioritization process that increases City competitiveness across all modes in planning-partner infrastructure funding programs.
- Develop and fund program to regularly monitor roadway.
- Maintain and update transportation related data sources, and fund design resources in order to improve the city's capability to capture available grant funding.
- Provide development plans that support strategic initiatives that improve funding for transit and active transportation.
- Strengthen public/private partnership funding opportunities to ensure infrastructure investment is sufficient to support growth and new development.

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