



Chapter 2:
Vision, Goals and Objectives

CHAPTER 2: VISION, GOALS AND OBJECTIVES

The vision, goals and objectives guide the transportation planning process for the Ames area. Descriptions of these terms are provided below:

- **VISION:** Provides the foundation for the LRTP with strategic direction that reflects community input. A transportation plan vision is a broad theme that underlies improvements and strategies for the future.
- **GOALS:** General statements of direction for the transportation system that complement the transportation vision.
- **OBJECTIVES:** Specific outcomes to achieve the intent of the goals. Objectives should be quantifiable in order to determine if the objective has been met and what progress has been made toward achieving the goals.

2.1 VISION

A visioning exercise was conducted with the AAMPO staff, the Focus Group, and the general public at the Visioning Workshop held in October 2009. Following this workshop, the AAMPO staff and consultant team established a vision statement that integrated themes from the Visioning Workshop.

The vision statement, goals, and corresponding objectives are as follows.

VISION STATEMENT

The Ames area future transportation plan delivers **innovative** and **forward-thinking mobility solutions** that respond to its **unique character** as a university community and provide long term sustainability by:

GOALS

- Developing a safe and connected multi-modal network
- Fostering livability, quality of life, and sustainable development
- Delivering context sensitive solutions
- Supporting area economic opportunities
- Maximizing the benefits of transportation investments to provide efficient transportation service
- Protecting environmental resources

2.2 GOALS AND OBJECTIVES

1. DEVELOPING A SAFE AND CONNECTED MULTI-MODAL NETWORK

- a.) Increase the connectivity of all modes including automobile, public transit, bicycle, air travel, freight rail and pedestrian.
- b.) Incorporate strategies to promote safety and security across the entire network.

2. FOSTERING LIVABILITY, QUALITY OF LIFE, AND SUSTAINABLE DEVELOPMENT

- a.) Match the transportation system with the desired community development pattern.
- b.) Link land uses with a multi-modal network to reduce vehicle miles traveled and enhance non-automobile modes as an efficient mean of travel and a recreational opportunity.
- c.) Reduce overall system vehicular hours traveled and improve regional access and travel times for emergency response.

3. DELIVERING CONTEXT SENSITIVE SOLUTIONS

- a.) Develop context sensitive transportation facilities that fit the physical setting and preserves scenic, aesthetic, historic, and environmental resources while maintaining safety and mobility.

4. SUPPORTING AREA ECONOMIC OPPORTUNITIES

- a.) Develop a transportation system that provides desirable linkages to existing developments, new developments, redevelopments, and supports economic drivers, such as the airport.

5. MAXIMIZING THE BENEFITS OF TRANSPORTATION INVESTMENTS TO PROVIDE EFFICIENT TRANSPORTATION SERVICE

- a.) Preserve and maintain existing transportation infrastructure and enhance transportation system to reduce congestion on major corridors.
- b.) Consider cost-effectiveness, initial capital costs, and life cycle costs for transportation projects.

- c.) Provide a transportation system that yields a favorable benefit to cost ratio by increasing vehicle occupancy, minimizing per capita vehicle miles traveled by auto, reducing delay, or promoting travel by non-auto modes for a practical cost.

6. PROTECTING ENVIRONMENTAL RESOURCES

- a.) Minimize transportation system infringement into undisturbed areas of identified natural resources.
- b.) Minimize transportation system impact on property and the human environment.

2.3 FEDERAL REQUIREMENTS

The Safe, Accountable, Flexible, Efficient Transportation Equity Act: A Legacy for Users (SAFETEA-LU) contains eight Planning Factors that must be addressed in transportation plans. The goals and objectives that were developed for this LRTP update relate to the eight SAFETEA-LU Planning Factors. The relationship between the eight SAFETEA-LU Planning Factors and the goals and objectives of this LRTP update are presented in Table 2.1.

TABLE 2.1. AAMPO 2035 LRTP GOALS & OBJECTIVES COMPARISON TO SAFETEA-LU PLANNING FACTORS

AAMPO 2035 LRTP GOALS AND OBJECTIVES		SAFETEA-LU PLANNING FACTORS							
		A	B	C	D	E	F	G	H
		Economic Vitality	Safety	Security	Accessibility and Mobility	Environment, Energy, Quality of Life, and Consistency	Connectivity	System Management	System Preservation
Goal 1	Developing a Safe and Connected Multi-Modal Network								
	a Connectivity/ Continuity								
	b Safety/ Security								
Goal 2	Fostering Livability, Quality of Life, and Sustainable Development								
	a Land Use Consistency								
	b Vehicle Miles Traveled								
	c Vehicle Hours Traveled								
Goal 3	Delivering Context Sensitive Solutions								
	a Context Sensitivity								
Goal 4	Supporting Area Economic Opportunities								
	a Economic Impact								
Goal 5	Maximizing the Benefits of Transportation Investments to Provide Efficient Transportation Service								
	a Congestion Relief								
	b Cost								
	c Benefit to Cost Ratio								
Goal 6	Protecting Environmental Resources								
	a Natural Environment Impact								
	b Property Impact/Human Environment								

SAFETEA-LU PLANNING FACTORS

- A. Support the economic vitality of the metropolitan area, especially by enabling global competitiveness, productivity, and efficiency;
- B. Increase the safety of the transportation system for motorized and non-motorized users;
- C. Increase the security of the transportation system for motorized and non-motorized users;
- D. Increase the accessibility and mobility of people and for freight;
- E. 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;
- F. Enhance the integration and connectivity of the transportation system, across and between modes, for people and freight;
- G. Promote efficient system management and operation, and;
- H. Emphasize the preservation of the existing transportation system.



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