4 Goals, Objectives, and Measures of Effectiveness

4.1 INTRODUCTION

The HY 2035 MTP preserves and promotes the quality of life and economic prosperity of the MPA by providing a transportation system consistent with regional goals.

For each adopted goal, there are a number of measurable objectives that the region hopes to achieve over the course of this plan. Many of these objectives are associated with performance measures. Performance measures track the progress the MPA has made in achieving its objectives, and ultimately, its goals. Transportation projects funded by the Des Moines Area MPO should be selected based on system needs and to the extent that they help achieve the established goals and objectives.

Continuous tracking of performance measures through MOEs will inform the Des Moines Area MPO of progress it is making in achieving its goals, and provide insight into the effectiveness of various projects and strategies. While this plan will provide a general listing of the projects the Des Moines Area MPO plans to implement, one must understand that these projects might change based upon their perceived effectiveness towards meeting the MPO's goals. As new information becomes available, or as the MPO's goals evolve, amendments may occur to the projects listed in this plan to effectively accommodate the MPO's needs.

4.2 VISION STATEMENT

Per the Des Moines Area MPO's formal Vision Statement, adopted March 2009, the HY 2035 MTP aims to preserve and promote the quality of life and the economic vitality of the greater Des Moines metropolitan area by providing an accessible, integrated, efficient, safe, and environmentally responsible multimodal transportation system that supports balanced growth by encouraging economic development in all areas of the metropolitan region.

4.3 GOALS, OBJECTIVES, AND MEASURES OF EFFECTIVENESS

The transportation system provides workers access to their jobs from their residences, as well to other services and amenities. Accessibility offers people and goods access to services and enables them to use different modes and reach different destinations.[1] The transportation system provides connectivity, which is the completeness of a transportation system. A transportation system offers mobility, defined as the ease in which a user is able to make a trip, and is closely tied to travel times and congestion. The Des Moines Area MPO considered the eight planning factors identified by 23 CFR Section 450.306, as presented in Chapter 1, when developing the goals.

Goals

Goals are broad long-range intentions the Des Moines Area MPO strives to accomplish over the course of the plan. The Des Moines Area MPO has adopted the following goals for the transportation system:

Goal 1 Maintain and improve the regional transportation system.

Goal 2 Improve the accessibility, connectivity, and mobility of the transportation system, for people and freight, for all modes of transportation in and through the region.

Goal 3 Maintain quality performance of the regional transportation system through efficient congestion management and operations techniques.

Goal 4 Improve the safety and security of the regional transportation system for all users.

Goal 5 Preserve, protect, and enhance the natural and human environment.

Objectives

Contrary to goals, objectives are more precise intentions that are tangible and/or measurable. In addition to goals, the Des Moines Area MPO established the following objectives for the transportation system:

[1] APPENDIX B: Performance Measures Library, Federal Highway Administration

Goal 1 Maintain and improve the regional transportation system.

Objective 1.1 Improve the physical/structural integrity of the existing arterial roadway system.

Objective 1.2 Improve transit system services and facilities:

- Maintain quality of benches and shelters;
- Reduce the average bus fleet age to 6 years; and,
- Preserve bus routes that meet a minimum performance standard.

Objective 1.3 Improve railroad facilities.

Objective 1.4 Improve bicycle and pedestrian facilities.

Goal 2 Improve the accessibility, connectivity, and mobility of the transportation system, for people and freight, for all modes of transportation in and through the region.

Objective 2.1 Identify and preserve regional multimodal street and highway corridors for the future transportation system.

Objective 2.2 Improve the transit facilities infrastructure:

- Increase the number of park-n-ride spaces if lots exceed 80 percent of lot capacity during peak hours;
- Provide a sheltered transit stop for every service mile of fixed-route and shuttle-route service;
- Require that all new transit vehicles purchased include bicycle carrying capacity; and,
- Reduce the number of bus stops without paved/marked platforms by 50 percent.

Objective 2.3 Improve existing transit system operations:

- Increase the hours of operation of downtown shuttle service to add weekend and night service;
- Increase the hours of operation on fixed-route service and offer night and late night service in areas that currently do not have service;
- Maintain seven day per week service;
- Provide Holiday Service on fixed-route and para-transit services;

- Provide thirty-minute mid-day and fifteen-minute peak-hour headways on fixed-route bus service with greater than 22 passengers per revenue hour; and,
- Provide fifteen-minute peak-hour headways on express-route bus service with greater than 25 passengers per revenue hour.

Objective 2.4 Examine the potential for rapid transit system options, and implement the region's preferred alternative:

- Complete a FTA compliant bus rapid transit study; and,
- Complete the Downtown Des Moines tram study and determine feasible funding scenarios.

Objective 2.5 Improve the connection of multiple modes of transportation:

- Secure or build four regional park-n-ride facilities for express-route bus services;
- Build four new community transit transfer centers within the greater Des Moines metropolitan area;
- Implement a Downtown Des Moines Regional Transit Hub facility for future Des Moines Amtrak service that is integrated with existing or planned transit service, intercity buses, and airport shuttles;
- Provide opportunities for bicycle racks and/or lockers at transit facilities;
- Provide opportunities for covered bike racks and/or lockers for every service mile of fixed-route and shuttle-route transit service;
- Quadruple the number of bicycle rental opportunities;
- Increase the sidewalks and pedestrian facilities infrastructure leading to bus stops;
- Increase the proportion of multimodal access points that are Americans with Disabilities Act (ADA) compliant; and,
- Examine and identify opportunities for intermodal facilities for people and freight.

Objective 2.6 Improve the bicycle and pedestrian facilities infrastructure:

- Decrease the number of gaps among sidewalks, trails, and bikeways;
- Increase miles of sidewalks, trails, and on-street bikeways;
- Provide sidewalks on federal functionally classified roadways;
- Provide trails and/or on-street bikeways for all principal arterial roadways; and,

- Provide winter maintenance on bicycle and pedestrian facilities along arterial roadways and on State significant trails.

Objective 2.7 Improve the freight infrastructure:

- Increase opportunities for metropolitan area businesses to ship freight via air, rail, and truck transportation;
- Decrease identified impedances for rail and truck freight; and,
- Increase the capacity for air, rail, and truck freight.

Objective 2.8 Increase the accessibility of population centers, employment centers, and other services with multiple modes of transportation.

Objective 2.9 Improve the connectivity to regions beyond the greater Des Moines metropolitan area:

- Connect the greater Des Moines metropolitan area to a regional passenger rail network;
- Increase the number of intercity bus trips departing Des Moines;
- Continue coordination of public and private passenger transportation services inside and outside the region; and,
- Increase air passenger service to and from the region.

Objective 2.10 Develop a complete streets strategy for construction and reconstruction of existing roads and bridges.

Goal 3 Maintain quality performance of the regional transportation system through efficient congestion management and operations techniques.

Objective 3.1 Maintain acceptable levels of travel on the street and highway system:

- Reduce regional annual vehicle miles traveled;
- Maintain Level of Service D during peak-hour travel on the freeway system;
- Maintain existing peak period travel times on arterial routes;
- Improve incident clearance times on the freeway system;
- Promote the use of alternative modes of transportation;
- Reduce single occupant vehicles by 10 percent over 2008 levels on the freeway system during peak-hours;
- Improve the Bicycle Level of Service on arterial routes; and,
- Maintain existing commute times.

Objective 3.2 Utilize intelligent transportation system technologies and other traffic operational improvements to alleviate congestion before considering capital-intensive improvements.

Objective 3.3 Improve existing transit system performance:

- Decrease transfer times for transit service;
- Implement intelligent transportation systems solutions, including automatic vehicle location and variable message sign technology to provide customers with real-time transit travel information;
- Triple transit ridership from 2008 levels;
- Double transit mode share during peak-hours; and,
- Double rideshare mode share during peak-hours.

Objective 3.4 Decrease the number of modal conflict points.

Goal 4 Improve the safety and security of the regional transportation system for all users.

Objective 4.1 Decrease emergency service response times on the freeway system and arterial roadways.

Objective 4.2 Decrease the number of overall crashes/accidents of all modes.

Objective 4.3 Decrease the number of traffic fatalities.

Objective 4.4 Provide the public with information regarding evacuation/traffic diversion routes and the coordination of emergency management procedures.

Objective 4.5 Provide security features on bicycle, pedestrian, transit, and parking facilities, and at multimodal crossings:

- Increase the percentage of high-risk facilities/crossings with cameras, security guards, lighting, gates, and/or E911 by 50 percent.

Objective 4.6 Provide safety features on bicycle, pedestrian, transit, and parking facilities, and at multimodal crossings:

- Increase percentage of facilities/crossings with lighting;
- Increase percentage of facilities/crossings with signage;
- Increase number of marked crosswalks;
- Increase miles of marked bicycle lanes;

- Increase number of shared lane markings;
- Increase number of crosswalks with countdown pedestrian signals;
- Increase number of improved traffic signal enhancements that benefit pedestrians and bicyclists by 50 percent; and,
- Promote a Regional Transit Hub in Downtown Des Moines.

Goal 5 Preserve, protect, and enhance the natural and human environment.

Objective 5.1 Avoid, minimize, or mitigate transportation impacts to environmentally sensitive natural resources, if practicable.

Objective 5.2 Avoid, minimize, or mitigate transportation impacts to social, cultural, and historic resources, if practicable.

Objective 5.3 Avoid, minimize, or mitigate disproportionately high and adverse human health and environmental effects, including social and economic effects, on all populations, including minority and low-income populations.

Objective 5.4 Allow for the full and fair participation of all potentially affected communities in the transportation decision-making process.

Objective 5.5 Prevent the denial of, reduction in, or significant delay in the receipt of benefits by all populations, including minority and low-income populations.

Objective 5.6 Maintain NAAQS attainment status.

Objective 5.7 Reduce transportation generated air toxin levels to the U.S. EPA Cancer Risk Levels.

Objective 5.8 Reduce transportation generated greenhouse gas emissions.

Objective 5.9 Promote sustainable energy consumption.

Objective 5.10 Reduce transportation-generated noise pollution.

Objective 5.11 Reduce transportation-generated light pollution.

Objective 5.12 Use sustainable materials in transportation projects.

Measures of Effectiveness

MOE are quantitative measures used to track the progress of implementing the adopted objectives. Examples of MOEs include vehicle miles of travel, traffic fatalities, and transit service ridership. The Des Moines Area MPO evaluates MOEs to determine how well the Des Moines Area MPO is implementing its adopted objectives.

4.4 SUMMARY

The HY 2035 MTP's goals and objectives will serve as a guide for analyzing the transportation system and for identifying projects to improve the system. The goals and objectives cover all transportation modes and address FHWA's eight planning factors. Many goals and objectives relate to an overall characteristic of the transportation system (e.g., improve transit system service and facilities), some relate to the development of specific projects or policies (e.g., develop a complete streets strategy; identify and preserve multimodal street and highway corridors), and others are tools to evaluate the impact of proposed projects or strategies (e.g., decrease the number of overall crashes/accidents of all modes; avoid, minimize, or mitigate transportation impacts to environmentally sensitive natural resources).

Where applicable, the remainder of the MTP will reference the goals and objectives when analyzing the transportation system and proposing strategies to improve the system. Chapter 5 will use the goals and objectives that relate to overall characteristics of the transportation system to provide an assessment of the existing transportation system. This assessment will help the Des Moines Area MPO identify transportation projects and strategies identified in Chapter 6. Chapter 6 will also consider goals and objectives that relate to specific projects or policies. Chapter 8 will consider the impacts of recommended projects to the objectives included under Goal 5.