2 Vision, Goals, Objectives & Strategies
VISION, GOALS, OBJECTIVES AND STRATEGIES

In order to inform, guide and improve the MPO decision making process, the development of a Vision Statement and a series of Goals, Objectives and Strategies (GO&S) was undertaken. These updated statements were based on the prior Regional Transportation Plan and refined over a series of meetings and discussions with the MPO, members of the Montachusett Joint Transportation Committee (MJTC) and the general public. The establishment of these GO&S help to define and guide the scenarios, analysis and recommendations that encompass this RTP.

Vision Statement

“The Montachusett Metropolitan Planning Organization seeks to provide a multi-modal transportation system that is safe, secure, efficient and affordable to all individuals while maintaining support and encouragement for economic development, growth and revitalization while simultaneously promoting a sustainable, healthy, livable and environmentally sensitive region.”

Goals, Objectives and Strategies

Goal 1 – Improve and Maintain Safety and Security

Objectives

i. Reduce the number and severity of vehicular crashes within the region across all modes.

Strategies

o Promote and identify projects that are designed to address high crash locations and prioritize their implementation.

o Promote and encourage education outreach programs to drivers, pedestrians and bicyclists regarding rules and responsibilities.
- Encourage community involvement with federal and state programs and education initiatives such as Safe Routes to School.
- Seek to improve user awareness along all transportation networks through better identification, pavement markings and signage with an emphasis on bicycle and pedestrian routes.
- Seek to expand the number and use of variable message signs along major roads such as Route 2 and I-190 to inform drivers of potential unsafe conditions and important alerts.

ii. Improve access and mobility along identified emergency and evacuation routes in the Region.

Strategies
- Promote projects that address key identified emergency and evacuation routes in order to maintain effectiveness.

**Goal 2 – Reduce Congestion and Improve Mobility**

**Objectives**

i. Monitor and promote and identify projects that address congested roadways within the Region.

Strategies
- Support programs that efficiently address deficiencies across all modes including freight and rail locations.

ii. Increase travel options within the region through the promotion of trails, Complete Streets, transit, land use and their interactions.

Strategies
- Encourage communities to address local mobility issues in order to promote mode shift options in congested areas.

**Goal 3 – Promote and Seek Equitable Transportation for All**

**Objectives**

i. Increase access to transit options through improved dissemination of available service information.

Strategies
- Improve outreach and partnerships between RTA’s and social service agencies, schools, health centers, neighborhood organizations, etc.
- Actively seek and identify organizations and agencies of Title VI and Environmental
Justice populations and conduct direct outreach to encourage involvement and participation in the planning process.

ii. Improve transit service operations for all trip destinations/purposes and users.

Strategies
- Promote the development of improvements and options across all modes for areas that serve Title VI and Environmental Justice populations.
- Monitor fee options in order to maintain equitability for all users.

**Goal 4 – Improve System Preservation and Maintenance for All Modes**

**Objectives**

i. Support and prioritize preservation projects in order to maintain a state of good repair for all modes.

Strategies
- Continue to monitor, and revise as needed, the Transportation Evaluation Criteria (TEC) to promote those projects that help to maintain a state of good repair.
- Monitor overall conditions of infrastructure elements including pavement, sidewalks, drainage, stormwater, culverts, bridges and others in the region and support improvement efforts.
- Encourage communities to maintain trails that provide transportation options throughout the year.
- Support continued operation, maintenance, state of good repair and improvement of the transit system.

ii. Encourage communities to seek funding and implementation of projects through the Transportation Improvement Program (TIP) process as well as other applicable federal and state programs.

Strategies
- Encourage additional funds for the maintenance and preservation of all aspects of the transportation network in the region.

**Goal 5 – Improve Economic Vitality**

**Objectives**

i. Promote the economic advantages of the region across all modes.

Strategies
Establish and prioritize major trail connections for commuter and recreational purposes throughout the region and beyond.

Promote transit and commuter rail options.

Improve railroad and other restricted bridges in order to enhance freight mobility.

Improve freight and general vehicle access and connection to Route 2 and other major highways across the region.

Improve access to job clusters and employment centers and economic development priority areas.

**Goal 6 – Improve and Promote Healthy Modes and Transportation Options**

**Objectives**

i. Expand travel options and modes across the region through improved connections and services.

**Strategies**

- Improve and maintain infrastructure and bicycle/pedestrian facilities for transit centers and transit vehicles, as well as at other applicable public and commercial facilities/locations, to encourage commuter options and increased usage of healthy travel modes.
- Promote programs related to Complete Streets, Safe Routes to School (SRTS), trail development, sidewalks and ADA mobility improvements.
- Promote and encourage a shift from single occupant vehicles to transit, bicycle and pedestrian modes through improved transit, van/car pool and trail options.
- Promote and encourage small communities to examine and implement applicable programs such as ride share, sidewalk development and connections, etc. that would improve healthy travel options locally.

**Goal 7 – Reduce Green House Gas and Promote Environmental Practices and Sustainability**

**Objectives**

i. Reduce Greenhouse Gas emissions through support and implementation of all applicable state and federal programs and projects.

**Strategies**

- Prioritize vehicle replacement in the transit fleet with applicable and cost-effective alternative fuel vehicles.
- Encourage communities to promote and support Green Streets and other state and federal initiatives through Low Impact (LID), Transit Oriented (TOD) and Smart Growth Developments.
- Encourage and support the use of alternative fuel vehicles by the public with
infrastructure support services.
• Promote programs and projects that support the State Mode Shift Goals.
• Promote stormwater drainage improvements in order to meet state and federal guidelines.