

VI. Goals and Objectives

The goals and objectives are intended to guide the development of the long range transportation plan and, ultimately, to influence the design and operation of the transportation system serving the Chippewa-Eau Claire Metropolitan Planning Area. The goals and objectives provide the basic tenets on which the details of the implementation actions will be developed. As each recommendation is weighed, the decision will be based primarily on its contribution to the fulfillment of the goals and objectives. The goals and objectives will be used as a guide in reviewing proposed transportation improvements, as well as the on-going monitoring of the continuous planning process.

In addition to using the stated goals and objectives listed below, to weigh alternatives and make recommendations in this and other plans produced by the MPO, staff intends to work with all the jurisdictions that make up the Chippewa-Eau Claire urbanized area, as appropriate, in the development and evaluation of transportation plans and improvement programs, as well as the implementation of those plans, relative to these goals and objectives.

The following goals and objectives have been developed to guide transportation planning and investment decisions affecting the metropolitan planning area. Goals are broad purpose statements and objectives are more specific actions related to the goal.

Goal 1 Develop and maintain the transportation system to support the economic and community development of the area while minimizing negative social and environmental impacts.

- Objectives:**
- A. Improve the existing transportation system in order to strengthen the local economy.
 - B. Locate and design transportation facilities and services that minimize the exposure of people and the environment to harmful and/or nuisance levels of air, water, and noise pollution.
 - C. Provide a transportation system which reflects and supports the values and planning objectives of area communities.
 - D. Plan a transportation system which minimizes the negative impact on prime agricultural lands, wetlands, other environmentally sensitive areas, and the destruction of historic and/or culturally significant buildings and sites.
 - E. Evaluate and monitor bus transit system-wide performance to ensure proper allocation of resources.
 - F. Consider the elimination of bus transit service that is not meeting established performance standards.
 - G. Consider the addition of new bus transit service based on the identification of transit deficiencies while also continuing to serve all elements of the transit-dependent community, including students and senior citizens.

Goal II *Develop and maintain a balanced multimodal transportation system which will allow for the safe, economical, and efficient movement of people and goods, while optimizing the financial resources of area communities.*

- Objectives:**
- A. Provide multimodal access within the transportation system.
 - B. Create a flexible transportation system which provides modal alternatives for travel throughout the urban area, where appropriate.
 - C. Increase the safety of the transportation system through facility improvements, education, and law enforcement programs.
 - D. Improve pedestrian, bicycle, and transit facilities to provide greater access to centers of employment, recreation, education, retail trade, and housing.
 - E. Sustain and improve the local bus transit system to serve both transit-dependent and discretionary riders, and identify opportunities for increasing system-wide ridership.
 - F. Explore alternative funding sources for the maintenance and enhancement of a coordinated transit system.
 - G. Seek to reduce traffic congestion and improve safety by encouraging the use of appropriate transportation demand management strategies and traffic calming measures where appropriate.
 - H. Maximize the use of available state and federal funds in the planning and development of multimodal transportation systems.
 - I. Encourage efficient air, rail, and intercity bus transportation between the urban area and other major population centers.
 - J. Develop a transportation system which is energy efficient.
 - K. Provide increased mobility for all segments of the population.
 - L. Increase the productivity and efficiency of existing transportation facilities through transportation system management practices.
 - M. Make improvements to the transportation system based on need/demand with consideration to accommodate appropriate modes.
 - N. Consider freight rail, passenger rail, airports, public transit, bicycles, and walking as vital parts of our transportation network.
 - O. Continue to foster and support the economic goals of the area in the planning and development of our transportation system.
 - P. Work with WisDOT and other agencies and organizations to bring passenger rail service to the Chippewa Valley.
 - Q. Coordinate local and intercity transit service.
 - R. Work with appropriate parties toward establishing a new downtown Eau Claire multimodal transportation center to serve as a hub for passenger rail, intercity bus services, local transit/paratransit, etc., and including other uses, as appropriate, to make the station a safe, active, and attractive part of the Chippewa–Eau Claire urbanized area.
 - S. Work with site appropriate parties to ensure safe accommodation of all modes, particularly near intermodal and transload facilities, and other areas of concentrated freight movement.
 - T. Encourage the inclusion of safety treatments as appropriate for all pedestrian and bicycle facilities.

Goal III *Practice and encourage the joint planning of transportation facilities and services with land use development plans and policies.*

- Objectives:*
- A. Provide a transportation system which encourages growth patterns consistent with regional and local land use policies and plans.
 - B. Promote higher-density development in the urban core.
 - C. Promote infill and redevelopment in major transportation corridors and along transit routes.
 - D. Ensure that the design of new subdivisions, offices and commercial centers within the existing transit service area will include access for transit vehicles and accessible walkways from potential bus stops.
 - E. Preserve and protect the functional utility of the highway system by coordinating land use and the proper degree of access control.
 - F. Review and incorporate transportation plans and policies in the development and administration of zoning and subdivision regulations.
 - G. Encourage growth in those areas that can be served by existing or planned transportation facilities and discourage development that is not compatible with existing or planned transportation facilities.
 - H. Promote the development of concentrated commercial, industrial, and institutional employment areas that incorporate shared parking areas and appropriate access control.
 - I. Encourage the continuation of a coordinated and cooperative land use/transportation planning process between municipalities and governmental agencies participating in the MPO.
 - J. Facilitate the creation and adoption of land use/transportation planning policies which consider ecosystem sustainability and the protection of critical natural resources, in balance with the development needs of the community.



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