

CHAPTER 2

REGIONAL GOALS, OBJECTIVES, AND IMPLEMENTATION PROGRAMS

These goals and objectives have been developed to guide the region's transportation planning activities through the near future, along with implementation items to work towards achieving these goals and objectives. The goals and objectives include:

- Provide a transportation system that supports the economic vitality of the region and enables global competitiveness, productivity, and efficiency.
- Increase the safety of the transportation system for motorized and non-motorized users.
- Increase the security of the transportation system for motorized and non-motorized users.
- Increase the accessibility and mobility options available to all people and freight.
- Promote a transportation system that protects and enhances the environment; conserves energy; and improves the quality of life in the region.
- Enhance the integration and connectivity of the transportation system, across and between a well-balanced network of modes, for people and freight.
- Promote efficient system management and operation of the transportation system.
- Emphasize the preservation and modernization of the existing transportation system.
- Provide a transportation system that facilitates emergency response and evacuation.
- Provide a transportation system that is financially feasible and fiscally constrained.
- Support smart growth principles, provide a transportation system that is regionally coordinated and based on effective transportation, and land use planning.
- Promote public involvement in all phases of transportation planning and design.
- Maximize supplemental funding opportunities to improve self-sustainability of the transportation system.
- Support and execute a transportation network and transportation planning process that is responsive to Federal, State, Regional, and Local needs, regulations, and laws.

All of these goals have been developed through a comprehensive, continuing and cooperative effort between the Old Colony Planning Council, the Old Colony Metropolitan Planning Organization (MPO), the Joint Transportation Committee (JTC), and the stakeholders in the transportation system (the users). These goals reflect directly the planning factors prescribed in federal SAFETEA-LU legislation, and expand upon them. Additionally, these goals are consistent with the goals of the Commonwealth of Massachusetts and of the communities in the Old Colony Region.

The goals of the 2007 Regional Transportation Plan along with implementation items to achieve these goals are described on the following pages of this chapter.

Goal: Provide an aesthetic transportation system that supports the economic vitality of the region and enables global competitiveness, productivity, and efficiency.

The transportation network is critical to sustaining a thriving economy and fostering economic growth and development in the region. Employees and customers must be able to easily come and go between their homes, work, and shopping trips; and commerce and industry must be able to efficiently ship and receive goods.

To accomplish this goal, the Old Colony Metropolitan Planning Organization, Joint Transportation Committee, and Old Colony Planning Council will:

- Ensure that transportation system planning and programs are integrated with other planning efforts including land use, housing, open space and recreation, water and air quality, and economic development planning and implementation programs.
- Work to provide efficient, frequent, and convenient transit service to major employment and commercial centers.
- Work to provide efficient truck routes through the region, particularly in Downtown Brockton with low clearances on east-west roads.
- Support improved east/west transportation movement in the region including roads and highways, and improved transit connections between community activity centers, employment centers and commuter rail stations.
- Support and encourage the use of buses and/or commuter shuttle services between commuter rail stations, employment sites and commercial centers.
- Work with communities and other agencies and organizations to create and maintain a safe, convenient, and effective bicycle and pedestrian system that links residential, business and commercial, recreational and public uses, and transit.
- Work to improve the movement of freight, goods and services within the region and to other regions.
- Identify opportunities for cooperative efforts between public institutions and private enterprise to improve transportation services.

Goal: Increase the safety of the transportation system for motorized and non-motorized users.

It is essential that users of the transportation system are confident that their trip will be a safe one. Safety can be enhanced through careful attention to project design for construction of new facilities and improvements to the existing system. Operational safety can be enhanced through timely and effective maintenance of the system.

To accomplish this goal, the Old Colony Metropolitan Planning Organization, Joint Transportation Committee, and Old Colony Planning Council will:

- Maintain and enhance Safety Management System (SMS) to improve the monitoring of safety levels on the transportation network and decision-making for safety-targeted improvements.
- Support designs, projects, and programs that accommodate safe travel for all system users, regardless of mode, including designs that encourage bicyclists, motorists, transit riders, and pedestrians to share the transportation network safely.
- Work with the Executive Office of Transportation, Massachusetts Highway Department, Massachusetts Bay Transportation Authority, Brockton Area Transit, and Greater Attleboro Taunton Regional Transit Authority, and the municipalities to support design concepts that consider operational safety and efficiency of the motorist, balanced with the needs of the communities, environment, pedestrians, and bicyclists.
- Work to reduce fatality rates and overall crash rates at intersections and along corridors.
- Work to improve overall safety of railroad grade crossings.
- Increase safety and security at designated bus stops; at MBTA Commuter Rail stations (platforms, walkways, and parking lots), and at the BAT Intermodal Transportation Centre.

Goal: Increase the security of the transportation system for motorized and non-motorized users.

To accomplish this goal, the Old Colony Metropolitan Planning Organization, Joint Transportation Committee, and Old Colony Planning Council will:

- Identify high profile and/or vulnerable critical components of the regional transportation infrastructure, and develop strategies to enhance security and protect system.
- Work with Brockton Area Transit on enhancing security at site by hardening the BAT Intermodal Transportation Centre in Brockton.
- Work with Brockton Area Transit and Greater Attleboro Taunton Regional Transit Authority to increase onboard vehicle security and enhance security at facilities and designated bus stops at MBTA Commuter Rail stations (platforms, walkways, and parking lots), and the BAT Intermodal Transportation Centre.
- Work with the Massachusetts Bay Transportation Authority, as well as host communities to MBTA Commuter Rail stations, to increase security at Commuter Rail facilities, including platforms, walkways, and parking lots., and the BAT Intermodal Transportation Centre.

Goal: Increase the accessibility and mobility options available to all people and freight.

It is important that existing and new transportation facilities be made community-sensitive, reducing not only environmental pollutants but the aesthetic impact as well. All users and communities should be treated fairly in the provision of transportation services, and should not be inequitably burdened by transportation project impacts.

To accomplish this goal, the Old Colony Metropolitan Planning Organization, Joint Transportation Committee, and Old Colony Planning Council will:

- Consider the implications of an aging population on the existing transportation system and develop appropriate strategies to address current and future needs.
- Ensure during the planning and design of transportation improvements that no specific population is neither unfairly burdened nor benefited by the project.
- Ensure during the planning and design of transportation improvements that disruptions to neighborhoods and commercial districts will be minimized.
- Develop transportation solutions for people who require public transportation yet cannot be served due to gaps in the system.
- Work with transit providers to address the special travel needs of the elderly, children, handicapped, and economically disadvantaged when planning and developing transportation services.

Goal: Promote a transportation system that protects and enhances the environment; promotes energy conservation, and improves the quality of life in the region.

Clean air and water are important components of a healthy environment. Society's reliance on single-occupant vehicles results in increased congestion and in turn increased vehicle emissions into the air, and runoff into our water supply. This transportation plan recognizes the importance of reducing reliance on single-occupant vehicles and promoting alternative fuel use vehicles to improve long-term air quality, to reduce energy consumption, and to protect our natural resources.

To accomplish this goal, the Old Colony Metropolitan Planning Organization, Joint Transportation Committee, and Old Colony Planning Council will:

- Promote and support transportation and land use plans that support integrated, multimodal transportation strategies, including the use of transit, ridesharing, bicycling and walking.
- Support the development of neighborhood-based rideshare programs for the region.
- Support creation of an information program for commuters regarding alternatives to commuting in single-occupant vehicles, and programs available to assist commuters in using these alternatives.
- Support and encourage the use of buses and/or commuter shuttle services between commuter rail stations, employment sites and commercial centers.
- Encourage governmental agencies and institutions to consider the impacts on energy consumption, air quality, and the transportation system when evaluating potential sites for governmental and institutional offices and facilities. Whenever feasible, these offices and facilities should be sited in existing developed areas, commercial area revitalization districts, and near transit lines. Further, when feasible, the Old Colony MPO encourages the location of these offices and facilities within mixed-use developments that include commercial uses (e.g., dry cleaners, restaurants, grocery/convenience stores, etc.), childcare facilities and other uses that serve the office/facility population.
- Encourage businesses and industries to develop alternative employment policies; such as flextime and telecommuting in order to minimize traffic congestion, fuel consumption and social impacts of peak hour commuting.
- Encourage and promote bicycling and walking as viable modes of transportation.
- Work with communities and other agencies and organizations to create and maintain a safe, convenient, and effective bicycle and pedestrian system that links residential, business and commercial, recreational and public uses, and transit.
- Work with communities to encourage commercial, industrial, public and other property owners to provide bicycle lock-up and storage areas, shower and locker facilities, and other amenities as a means to encourage employees and customers to use bicycles as a transportation mode.
- Identify opportunities for and support the development of necessary infrastructure to support less polluting energy alternatives, such as compressed natural gas (CNG) fueling stations and electrified truck stops.
- Ensure that transportation improvement projects consider enhancement of aesthetics and character of neighborhoods, communities, and commercial districts.
- Ensure that impacts from transportation infrastructure on the environment are minimized, including noise pollution.

Goal: Enhance the integration and connectivity of the transportation system, across and between a well-balanced network of modes, for people and freight.

Through its Regional Transportation Plan, the Old Colony Metropolitan Planning Organization promotes a multimodal and comprehensive approach to transportation in the Region. A balanced variety of transportation modes throughout the regional network should be interconnected, and connections need to be safe, secure, and efficient to best compliment connecting modes.

To accomplish this goal, the Old Colony Metropolitan Planning Organization, Joint Transportation Committee, and Old Colony Planning Council will:

- Support and encourage multimodal transportation considerations in project design and development involving both new and existing residential, retail, service and employment centers.
- Support and encourage the use of buses and/or commuter shuttle services between commuter rail stations, employment sites and commercial centers.

- Support and encourage the use of Intelligent Transportation Systems (ITS) to enhance the safety, security, and efficiency of transportation network.
- Support improved east/west transportation movement in the region including roads and highways, and improved transit connections between community activity centers, employment centers and commuter rail stations.
- Encourage businesses and industries to develop alternative employment policies; such as flextime and telecommuting in order to minimize traffic congestion, fuel consumption and social impacts of peak hour commuting.
- Promote opportunities to develop and enhance transit services linking residential areas, employment centers, major shopping areas, educational facilities, major tourist and recreational destinations, commuter rail and AMTRAK.
- Identify solutions to improve efficiency of existing fixed route transit and paratransit services in the region.
- Identify opportunities and support the development of new fixed route transit and paratransit services to satisfy unmet needs of the commuting public.
- Identify opportunities, encourage the development of bicycle and pedestrian transportation infrastructure, and promote them as viable modes of transportation.
- Work with communities and other agencies and organizations to create and maintain a safe, convenient, and effective bicycle and pedestrian system that links residential, business and commercial, recreational and public uses, and transit.
- Encourage transit providers to make provision for bicycles on buses and trains and provide bicycle-parking facilities at train stations and transit centers.
- Identify opportunities for water based commuter and freight transportation from Plymouth Harbor.

Goal: Promote efficient system management and operation of the transportation system.

The Old Colony Metropolitan Planning Organization recognizes the importance of employing new technologies in reducing congestion and improving safety throughout the transportation system.

To accomplish this goal, the Old Colony Metropolitan Planning Organization, Joint Transportation Committee, and Old Colony Planning Council will:

- Promote and support the use of Intelligent Transportation Systems (ITS) to enhance the safety and efficiency of highway and transit operations and reduce incident response time.
- Promote and support the use of Transportation Demand Measures (carpooling, telecommuting, flex hours) to reduce peak period travel demand and congestion.
- Promote and support increased use of mixed-use development and Transit Oriented Development along major transit lines.
- Promote the expansion of transit and highway systems were warranted.

Goal: Emphasize the preservation and modernization of the existing transportation system.

To accomplish this goal, the Old Colony Metropolitan Planning Organization, Joint Transportation Committee, and Old Colony Planning Council will:

- Work with transit providers to maintain existing levels of service while also supporting expansion of service to meet projected needs.
- Work with the state and communities to ensure that repairs and improvements are made to roads and bridges throughout the region in order to provide for a safe, efficient and adequate transportation network for the movement of people and goods.

- Maintain and enhance Pavement Management (PMS) and Congestion Management Systems (CMS) to improve decision-making and establishing priorities in the Transportation Improvement Program (TIP) development process.
- Work with railroad companies to preserve existing rail freight service and promote extension of this service.

Goal: Provide a transportation system that facilitates emergency response and evacuation.

The Old Colony Metropolitan Planning Organization recognizes that the regional transportation network is a critical component to emergency response and operations. The system must allow for the safe and efficient evacuation of an area in the event of an emergency, as well as facilitate the response of emergency personnel and equipment to an emergency.

To accomplish this goal, the Old Colony Metropolitan Planning Organization, Joint Transportation Committee, and Old Colony Planning Council will:

- Promote and support the use of Intelligent Transportation Systems (ITS) technologies to enhance mobility and capacity of the existing transportation system in preparation for an emergency.
- Promote and support the use of Intelligent Transportation Systems technologies to reduce congestion along major corridors, and reduce emergency response time.
- Promote and support efficient and well-marked emergency evacuation routes from flood prone areas and the Pilgrim Nuclear Power Plant.
- Promote and support an evacuation plan for southeastern Massachusetts that incorporates all modes of transportation.

Goal: Provide a transportation system that is financially feasible and fiscally constrained.

Metropolitan Planning Organizations have an obligation to provide maximum transportation benefit using its allocated resources. The Old Colony MPO is committed to planning transportation improvements that will have the greatest benefit to its uses, and to exploring and identifying innovative financing options for transportation projects.

To accomplish this goal, the Old Colony Metropolitan Planning Organization, Joint Transportation Committee, and Old Colony Planning Council will:

- Provide for the development of a series of measures to gauge the effectiveness of transportation system management actions.
- Explore supplemental funding options for transportation improvements to maximize transportation funding.
- Continue to support use of evaluation criteria to ensure best use of funding avenues through Transportation Improvement Program.
- Identify opportunities for cooperative efforts between public institutions and private enterprises to improve transportation services.

Goal: Support smart growth principles and provide a transportation system that is regionally coordinated and based on effective transportation and land use planning.

Integrating transportation and land use policies can result in more efficient use of the regional transportation system, bringing jobs, housing, shopping, and services closer together, and reducing sprawl.

To accomplish this goal, the Old Colony Metropolitan Planning Organization, Joint Transportation Committee, and Old Colony Planning Council will:

- Ensure that transportation system planning and programs are integrated with other planning efforts including land use, housing, open space and recreation, water and air quality, and economic development planning and implementation programs.
- Encourage governmental agencies and institutions to consider the impacts on energy consumption, air quality, and the transportation system when evaluating potential sites for governmental and institutional offices and facilities. Whenever feasible, these offices and facilities should be sited in existing developed areas, commercial area revitalization districts, and near transit lines. Further, when feasible, the Old Colony MPO encourages the location of these offices and facilities within mixed-use developments that include commercial uses (e.g., dry cleaners, restaurants, grocery/convenience stores, etc.), childcare facilities and other uses that serve the office/facility population.
- Work with the MBTA, communities, property owners and developers to promote the construction of transit-oriented development adjacent to commuter rail stations.
- Work with communities and other agencies and organizations to create and maintain a safe, convenient, and effective bicycle and pedestrian system that links residential, business and commercial, recreational and public uses, and transit.
- Work with communities to ensure that circulation and site plans for development projects minimize barriers and create or improve access between uses for pedestrians, the disabled and bicyclists.

Goal: Promote public involvement in all phases of transportation planning and design.

In order to provide a transportation system that meets the needs of all groups and populations, it is essential that all users of the system have an opportunity to review proposals and voice their opinions in the transportation planning process. Public participation will continue through the Old Colony Joint Transportation Committee, the advisory committee to the Old Colony Metropolitan Planning Organization, and through other avenues as well.

To accomplish this goal, the Old Colony Metropolitan Planning Organization, Joint Transportation Committee, and Old Colony Planning Council will:

- Use a variety of means to reach users of the system (open houses, informational kiosks, cable access, variable message signage, world wide web, etc)
- Ensure that information is presented in easy to understand, and incorporate visualization techniques.
- Support increased efforts to reach underrepresented groups to ensure that decisions are made through an open and participatory process.

Goal: Maximize supplemental funding opportunities to improve self-sustainability of the transportation system.

The Old Colony Metropolitan Planning Organization support maximizing the use of supplemental funding and self-sustaining components of the transportation system in an effort to reduce overall dependency on traditional funding channels.

To accomplish this goal, the Old Colony Metropolitan Planning Organization, Joint Transportation Committee, and Old Colony Planning Council will:

- Maximize private investment in transportation improvements as mitigating measures for new developments or expansions of existing facilities.
- Explore supplemental funding options for transportation improvements to maximize transportation funding.
- Monitor existing transit services and suggest improvements as warranted to maximize efficiency.

Goal: Support and execute a transportation network and transportation planning process that is responsive to Federal, State, Regional, and Local needs, regulations, and laws.

To accomplish this goal, the Old Colony Metropolitan Planning Organization, Joint Transportation Committee, and Old Colony Planning Council will:

- Ensure that regional transportation plans are compatible with similar transportation plans from the State and Federal governments.
- Ensure early on in the planning process that transportation improvement projects are compatible with State and Federal requirements, such as CMAQ project criteria and Regional ITS Architecture.
- Ensure that regional transportation plans do not conflict with the goals and policies of the local communities.