

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. The Chippewa-Eau Claire Metropolitan Planning Organization will develop and evaluate transportation plans and improvement programs within the planning area in accordance with the stated goals and objectives.

The following goals and objectives have been developed to guide transportation planning and investment decisions affecting the metropolitan planning area.

Goal I Develop and maintain the transportation system to support the economic 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 annoying 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, scientific and cultural buildings and sites.
 - E. Identify and preserve corridors where needed for additional or expanded transportation facilities.

Goal II Develop and maintain a balanced multi-modal 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 inter-modal 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. Seek to reduce traffic congestion and improve safety by encouraging the use of appropriate transportation demand management strategies and traffic calming measures where appropriate.
- F. Maximize the use of available state and federal funds in the planning and development of multi-modal transportation systems.
- G. Encourage efficient air, rail and intercity bus transportation between the urban area and other major population centers.
- H. Develop a transportation system which is energy efficient.
- I. Provide increased mobility for all segments of the population.
- J. Increase the productivity and efficiency of existing transportation facilities through transportation system management practices.
- K. Make improvements to the transportation system based on need/demand with consideration to accommodate appropriate modes.
- L. Consider freight rail, passenger rail, and airports as vital parts of our transportation network.
- M. Continue to foster and support the economic goals of the area in the planning and development of our transportation system.
- N. Work with WisDOT, and other agencies and organizations to link the Chippewa Valley to the proposed high-speed passenger rail service.
- O. Work with appropriate parties toward establishing a new downtown Eau Claire multi-modal 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.

Goal III *Coordinate the provision 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. Preserve and protect the functional utility of the highway system by coordinating land use and the proper degree of access control.
 - C. Consider transportation plans in developing and administering zoning and subdivision regulations.
 - D. 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.
 - E. Promote the development of concentrated commercial, industrial and institutional employment areas that incorporate shared parking areas and appropriate access control.

- F. Encourage the continuation of a coordinated and cooperative land use/transportation planning process between municipalities and governmental agencies participating in the MPO.
- G. Facilitate the creation and adoption of land use/transportation planning policies which consider ecosystem sustainability and the protection of critical natural resources.

In addition to the overall goals and objectives, the public transit element of the long range transportation plan has incorporated modal goals and objectives that are intended to provide more direct influence in shaping their future development. The goals and objectives developed for the public transit element are presented in this section of the long range plan to identify their homogeneity with the overall goals and objectives developed for this larger planning effort. Also included are some selected recommendations of the *City of Eau Claire Comprehensive Plan's* transportation element, as they are particularly appropriate to the MPA. Beyond the goals and objectives listed below, the MPO intends to work with the City of Eau Claire, and all of the other communities that are a part of the Chippewa-Eau Claire urbanized area, as appropriate, in the implementation of their comprehensive plans relative to transit, as well as all other transportation modes.

Eau Claire Transit Goals:

Goal I *The City of Eau Claire will provide safe, effective mobility options throughout the community.*

- Objectives:*
- A. Consider the addition of new service based on the identification of transit deficiencies.
 - B. Continue to serve all elements of the transit-dependent community, including students and senior citizens.

Goal II *Provide cost efficient and effective transit service to the community.*

- Objectives:*
- A. Evaluate and monitor system-wide performance to ensure proper allocation of resources.
 - B. Consider the elimination of service that is not meeting established performance standards.
 - C. Explore alternative funding sources for the maintenance and enhancement of a coordinated transit system.
 - D. Coordinate local and intercity transit service

Goal III *Maintain a strong ridership base and look for opportunities to increase ridership.*

- Objectives:*
- A. Sustain and improve the local bus transit system to serve both transit-dependent and discretionary riders.
 - B. Identify opportunities for increasing system-wide ridership.

Goal IV ***Increase participation in and influence on planning decisions in Eau Claire.***

- Objectives:*
- A. Promote higher-density development within the urban core of Eau Claire.
 - B. Promote infill and redevelopment in major transportation corridors and along transit routes.
 - C. Ensure that the design of new subdivisions, offices and commercial centers within ECT's service area will include access for transit vehicles and accessible walkways from potential bus stops.