

Goals and Objectives

Problem Statement	Needs Statements	Goals and Objectives	Value
Mobility and Accessibility			
There is increasing traffic congestion and delay	There is a need to reduce congestion and delay for commuters in the study area	Goal 1: Serve Existing and Projected Mobility Demands	
		Reduce roadway congestion to the greatest extent possible	
		Reduce travel time delay to the greatest extent possible	
There are limited travel choices in the corridor	There is a need to improve transportation options in the area	Goal 2: Expand Transportation Choices	
		Encourage auto trips to transit to increase transit mode share for all travelers in the corridor	
		Encourage bicycle and pedestrian travel to transit	
There is a lack of transit accessibility and connectivity in the study area	There is a need to improve transit accessibility	Goal 3: Increase Transit Accessibility and Connectivity	
		Provide adequate transit coverage and accessibility to meet future demand	
		Provide connectivity to the Concept 3 regional transit vision	
		Encourage transit usage by providing effective signage and wayfinding information	
	There is a need to ensure even distribution of benefits and/or impacts to all segments of the population	Maximize transit benefits to traditionally underserved populations (low-income, minority, elderly, disabled)	
	There is a need to improve transit and pedestrian accessibility to nationally significant federal installations in accordance with Executive Order (EO) 13514 (and its related predecessors)	Improve transit and pedestrian access to federal facilities in accordance with federal policies (e.g., EO 13514)	
Transportation Safety			
Conflicts exist between pedestrians, bicyclists and auto travelers	There is a need to prioritize the safety and security of travelers within the area	Reduce auto-related crash rate for travelers in the area	
Disaster Responsiveness			
The constrained network creates difficulties for evacuation and disaster recovery	There is a need for preparation in the case of emergency evacuations and disaster recovery of national significant facilities and adjacent communities	Improve disaster response for federal facilities and adjacent communities via transit	
Land Use			
There is a limited amount of vacant land to support the projected increase in population and employment in the Corridor	There is a need to promote in a more compact, dense urban form of development at transit supportive densities in a manner consistent with local and regional policies	Goal 6: Strengthen Desirable Transportation and Land Use Patterns and Economic Development Opportunities	
		Promote mixed-use, nodal development/redevelopment at transit supportive densities	
		Promote consistency with local and regional land use plans	
	There is a need to provide transportation solutions that strengthen economic development opportunities in a manner consistent with local and regional policies	Strengthen economic development opportunities by improving access to jobs	
Environmental Preservation and Sustainability			
Auto-oriented development has intruded upon environmentally sensitive areas and degraded air quality	There is a need to preserve environmentally sensitive resources and protect air quality throughout the region by promoting environmentally sustainable transportation solutions	Goal 7: Minimize Adverse Environmental Impacts	
		Reduce the level of air quality degradation projected for 2030 and beyond	
		Minimize potential impacts to environmentally sensitive resources and promote sustainable transportation solutions (during and after construction)	
	Encourage transportation alternatives that promote efficient fuel consumption		
	There is a need to avoid an uneven distribution of negative impacts to traditionally underserved populations per Executive Order 12898 on Environmental Justice	Minimize burdens to Environmental Justice populations	
Fiscal Responsibility			
There is limited amount of funding available for major transportation investments	There is a need to provide transit options that are both affordable and cost-effective	Goal 8: Provide a Cost Effective and Efficient Transportation Investment Strategy	
		Provide affordable, cost-effective and sustainable transit options	
		Seek out opportunities to maximize federal, state and regional funding and private sector participation	
	There is a need to maximize the use of the existing MARTA transit system and, therefore, prior MARTA investments	Maximize the utility of prior MARTA investments	

