

## TRANSPORTATION VISION AND GOALS

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TO: Project Management Team

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SUBJECT: King City Transportation System Plan and Land Use Refinement  
 Transportation Vision and Goals (Task 5.1; Deliverable 5A) #20020-002

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This memorandum provides a recommended transportation vision and set of goals. The recommended vision and goals may be modified, removed, or added to through the planning process, shaped by input received from the project team, advisory committees, and the general public. This feedback process will be used to develop a final vision and set of goals for the TSP. After this process is complete, the vision and goals will be tied into the performance-based planning and programming framework, including Task 5.2 Transportation Objectives (Deliverable 5B), Task 5.3 Transportation Infrastructure Standards (Deliverable 5C), and 5.4 Transportation Performance Measures (Deliverable 5D).

### SETTING DIRECTION FOR TRANSPORTATION PLANNING

Collectively, the transportation-related goals, objectives, and performance measures describe what the community wants the transportation system to do in the future, as summarized by a **vision statement**. A vision statement generally consists of an imaginative description of the desired condition in the future. It is important that the vision statement for transportation align with the community’s core values.

Goals and objectives create manageable stepping stones through which the broad vision statement can be achieved. **Goals** are the first step down from the broader vision. They are broad statements that should focus on outcomes, describing a desired end state. Goals should be challenging, but not unreasonable.

Each goal must be supported by more finite **objectives**. In contrast to goals, objectives should be specific and measurable. Where feasible, providing a targeted time period helps with objective prioritization and achievement. When developing objectives, it is helpful to identify key issues or concerns that are related to the attainment of the goal.



The solutions recommended through the TSP must be consistent with the goals and objectives. To accomplish this, **performance measures** are based on the goals and objectives will be developed. For the King City TSP, they will be used to inform the selection and prioritization of projects and policies for the plan by describing how well the alternatives considered support goal areas.

## RECOMMENDED TRANSPORTATION VISION

By 2040, we envision a city with a smart and efficient transportation system that supports healthy and active citizens of all ages and abilities. People travel in a safe, accessible, and convenient manner, using transportation options that allows all users to meet daily needs. The transportation system supports a competitive economy that increases affordability and provides for an enhanced natural and cultural environment.

## RECOMMENDED TRANSPORTATION GOALS AND OBJECTIVES

### ACCESSIBILITY AND CONNECTIVITY

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The transportation system is convenient and accessible and connects people to destinations throughout the city and beyond.

### SAFETY AND SECURITY

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The transportation system is safe and secure for people of all ages and abilities.

### HEALTHY PEOPLE AND ENVIRONMENT

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The transportation system protects the natural, cultural, and developed environments and encourages healthy and active living for all through comfortable and convenient lower-polluting transportation alternatives.

### EQUITY

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The transportation system eliminates transportation related disparities and barriers and is affordable for all users.

### RELIABILITY AND EFFICIENCY

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Manage and optimize the transportation system to ease congestion so people and goods can affordably, reliably, and efficiently reach their destinations.

### FISCAL RESPONSIBILITY

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Strategically design, operate and maintain the transportation system to maximize assets, minimize costs, and enhance the surrounding community through right sized infrastructure.

## **COLLABORATION**

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The transportation system decisions are made in a transparent and collaborative manner, and the benefits and burdens of investments are distributed equally along all users.