

II. Goals and Objectives

The following are general transportation goals and objectives for the Norfolk Transportation System that should be considered during the implementation of *Transportation Plan 2030* and ongoing annual review process.

Mobility / Efficiency

Develop, maintain, and promote the most efficient and effective transportation system for the movement of people and goods.

Objectives:

- Maximize the useful life of existing elements of the transportation system.
- Maintain safe and reasonable levels of service on all highway facilities. The projected traffic volume demand through the Year 2030 will be met by undertaking the projects listed in *Transportation Plan 2030*.
- Develop transportation investment decisions, which maximize the full benefits of the system while considering life cycle costs.
- Preserve corridors for future transportation system development.
- Maintain a transit fleet with appropriate vehicle-to-service match-up.

Safety

Increase the safety and security of the transportation system for motorized and non-motorized users, minimizing the occurrence of crashes that might result in the loss of health, life, and property.

Objectives:

- Develop a transportation plan that gives priority consideration to transportation system improvements that minimize crashes, injuries, and personal loss of life.
- Emphasize safety improvements over expanded capacity and new construction on the existing highway network.
- Work with railroads on pursuing safety improvements at railroad crossings.
- Promote the standardization of geometric design criteria across transportation agencies.
- Closer attention to non-motorized safety improvements where motorized and non-motorized facilities converge.
- Focus on high crash rate areas for transportation improvements.

Environment

Protect and enhance the environment, promote energy conservation, and improve quality of life.

Objectives:

- Minimize adverse impacts of transportation systems on the environment, such as noise and water runoff.
- Initiate and support projects, programs, and services that are designed to improve air quality.
- Undertake and promote energy conservation programs in transportation.

Economic Development

Support the economic vitality of the City of Norfolk and the Norfolk Planning Area, especially by enabling competitiveness, productivity, and efficiency through the efficient movement of people and goods.

Objectives:

- Give priority consideration to transportation projects and a system that facilitates local job creation and retention.
- Promote efficient land-use patterns, appropriate commercial and industrial development locations, and redevelopment opportunities in the Norfolk Planning Area.
- Give consideration to the true cost and benefits of providing the transportation facilities necessary to move goods in the Norfolk Planning Area.

Fiscal Responsibility

Promote efficient system management and operation, ensuring that the transportation system meets the users' needs and remains financially stable.

Objectives:

- Support the proper allocation of transportation funding to ensure detail is given to the appropriate transportation network links.
- Analyze transportation investment decisions that consider the full costs and benefits.
- Give priority to funding those transportation needs identified in state, regional, and local transportation system plans.

Accessibility

Increase the accessibility options available to all potential users of the transportation system.

Objectives:

- Encourage multimodal accessibility to employment, commerce, medical care, and housing and leisure.
- Establish an integrated transportation system supportive of the land use goals of *The Norfolk Plan* and *Transportation Plan 2030*, focusing development along major transportation corridors encouraging infill development within the urbanized areas including public transportation and coordinating transportation planning and land use planning.
- Analyze the needs of those who are underserved by the exiting transportation system and make appropriate adjustments as necessary.
- Give appropriate consideration to the needs and requirements of disabled persons who use the system.
- Facilitate increased communication between governmental agencies and officials, the system users, the public, and other interested parties.

Connectivity / Compatibility

Enhance the integration and connectivity of the transportation system, promoting the efficient and effective movement of goods and people, enabling users access to the entire Norfolk Planning Area.

Objectives:

- Promote the efficient movement of goods and people through appropriate linkage of the various modes of transportation.
- Minimize conflicts between and within vehicular roadways, rail, public transit, bicycle, and pedestrian facilities.
- Encourage the development of efficient intermodal freight facilities to conduct effective shifts among modes within the system.
- Identify future right-of-way needs within the Norfolk Planning Area and establish a program for protection and advanced acquisition prior to the occurrence of development.