



Chapter 4

Regional Goals and Strategies

Introduction

The BRTB has adopted nine broad regional goals with supporting implementation strategies. Together, these goals and strategies form the core principles and activities that will help the BRTB to guide transportation investments over the 2028-2050 time period.

Goals represent the guiding principles for the region's transportation system. These principles describe the system the region would like to achieve, given the will and the resources.



Definitions

- > A **goal** is a broad aspiration or guiding principle for the region (such as “Improve system safety”).
- > A **strategy** is an approach or policy to help the region implement a goal (such as “Eliminate hazardous or substandard conditions in high-crash locations and corridors (all modes) using best practices and proven countermeasures”).
- > A **performance measure** is a specific metric the region can use to assess progress toward achieving a goal (such as “Decrease the number of highway fatalities”).
- > A **performance target** is a specific level to be reached by a certain date (such as “Decrease the number of highway fatalities to 202 by 2030”).

Developing Regional Goals and Strategies

This chapter presents detailed strategies the BRTB has adopted to support the broad regional goals. Strategies are approaches or policies to help the region implement goals and to make progress toward meeting performance targets.

How Were the Goals and Strategies Developed?

In 2020 and 2021, the BRTB reviewed and suggested updates to the goals and strategies in preparation for *Resilience 2050*. The nine broad regional goals from the previous LRTP were retained, with some additions and updates made to the strategies for each goal.

In developing regional transportation goals and strategies, the BRTB considered:

- Federal, state, regional and local requirements and policies, including the Infrastructure Investment and Jobs Act (the federal authorizing legislation) and its regulations (described in Chapter 1)
- Factors, trends and technologies that could affect how the region's transportation systems will perform over the next 25 years (discussed in Chapter 3)
- Comments and recommendations from BRTB advisory groups
- Input received in fall 2021 during the public comment period

The BRTB held a public comment period for the goals and strategies in fall 2021. People were able to review the goals and strategies and submit comments using an online survey or via email, twitter, voicemail and fax. The comment period also included presentations to BRTB subcommittees and a recorded presentation shared with interested parties online and via email. In total, the BRTB received 165+ comments from more than 30 participants. The BRTB's Technical Committee revised the goals and strategies based on public comment. The BRTB adopted the revised goals and strategies in November 2021.

The BRTB received 165+ comments while developing LRTP goals and strategies.

Regional Transportation Goals and Strategies

Goals That Address the Basic Functions of Transportation

> Improve Accessibility

Identify and support multimodal options and systems that promote equity, are resilient and sustainable and enable all individuals to reach their destinations safely and seamlessly.

> Increase Mobility

Help people and freight to move reliably, equitably, efficiently and seamlessly.

Goals That Address the Conditions or Effects of Transportation

> Improve System Safety

Reduce the number of crashes, injuries and fatalities experienced by all users of the transportation system toward meeting Zero Deaths Maryland.

> Improve and Maintain the Existing Infrastructure

Improve the conditions of existing transportation facilities; systematically maintain and replace transportation assets as needed.

> Implement Environmentally Responsible Transportation Solutions

Pass on to future generations the healthiest natural and human environment possible.

> Improve System Security

Provide a secure traveling environment for everyone; improve the region's ability to respond to natural and human-caused disasters.

> Promote Prosperity and Economic Opportunity

Support the vitality of communities and businesses, opportunities for workers and the movement of goods and services within and through the region.

Goals That Address the Transportation Decision-Making Process

> Foster Participation and Cooperation Among All Stakeholders

Enable all interested and affected parties to participate and cooperate to find workable solutions.

> Promote Informed Decision-Making

Ensure that adopted transportation policies and performance measures guide the regional decision-making process.

Goals help to shape the vision for the future.



GOAL

Improve Accessibility

Identify and support multimodal options and systems that promote equity, are resilient and sustainable and enable all individuals to reach their destinations safely and seamlessly.



Improve Accessibility

- A. Increase transportation options and equity for all segments of the population, including minority and low-income communities and disabled, elderly and carless individuals.
- B. Continue to improve conditions for pedestrians and transit riders to meet or exceed Americans with Disabilities Act requirements.
- C. Leverage transportation funds in coordination with other funds to provide affordable options for accessing necessities or amenities (such as jobs, health care, child care, education).
- D. Continue to invest in high quality, safe, sustainable and comfortable bicycle and pedestrian facilities, with an emphasis on facilities that are separate from vehicular traffic and link to activity centers and public transit.
- E. Integrate strategies identified through the Coordinated Public Transit – Human Services Transportation Plan into regional planning and decision-making.
- F. Improve system connectivity and continuity among all modes and across geographic boundaries, including institutional and private systems, and greater coordination of investments, service and fare integration across the region’s public transit system.
- G. Encourage the private sector to provide appropriate access on commercial properties for bicyclists, pedestrians, transit users and shared mobility users.
- H. Support operating policies that enable year-round, obstacle-free access to pedestrian, bicycle and transit facilities.
- I. Improve frequency, reliability and operating hours of existing transit services.

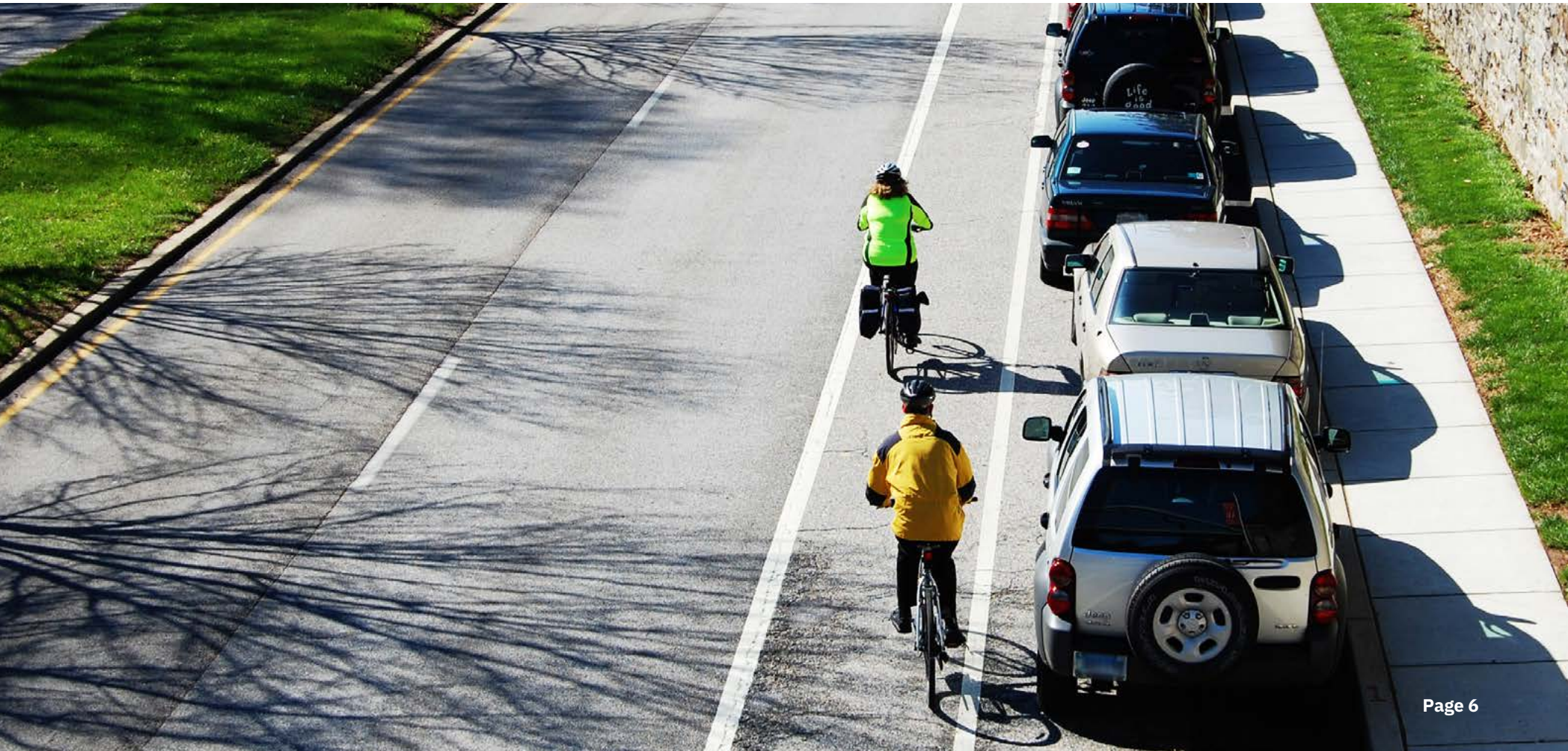




GOAL

Increase Mobility

Help people and freight to move reliably, equitably, efficiently and seamlessly.





Increase Mobility

- A. Continue to coordinate with MDOT and local agencies to improve travel time reliability through performance-based planning and programming.
- B. Continue to refine and implement a Congestion Management Process (CMP) that incorporates transportation systems management and operations strategies to optimize the performance of the existing transportation system and minimize impact and costs.
- C. Analyze congestion causes and mitigation strategies for corridors and locations experiencing recurring high congestion levels.
- D. Consider how all modes – roadway, transit, pedestrian, bicycle and shared mobility – can work together to address system capacity needs.
- E. Support a regional multimodal freight network for safe and efficient freight movement.
- F. Increase mobility, including traffic and transit incident response and recovery, through traffic and transit system management and operations techniques.
- G. Reduce the effects of non-recurring incidents (such as crashes, weather-related delays and special events) by enhancing methods of sharing information across agencies and modes, responding to and managing these incidents and sharing information with travelers.
- H. Develop and support a regional long-distance bikeway network, including consistent guide signage.



GOAL

Improve System Safety

Reduce the number of crashes, injuries and fatalities experienced by all users of the transportation system toward meeting Zero Deaths Maryland.





Improve System Safety

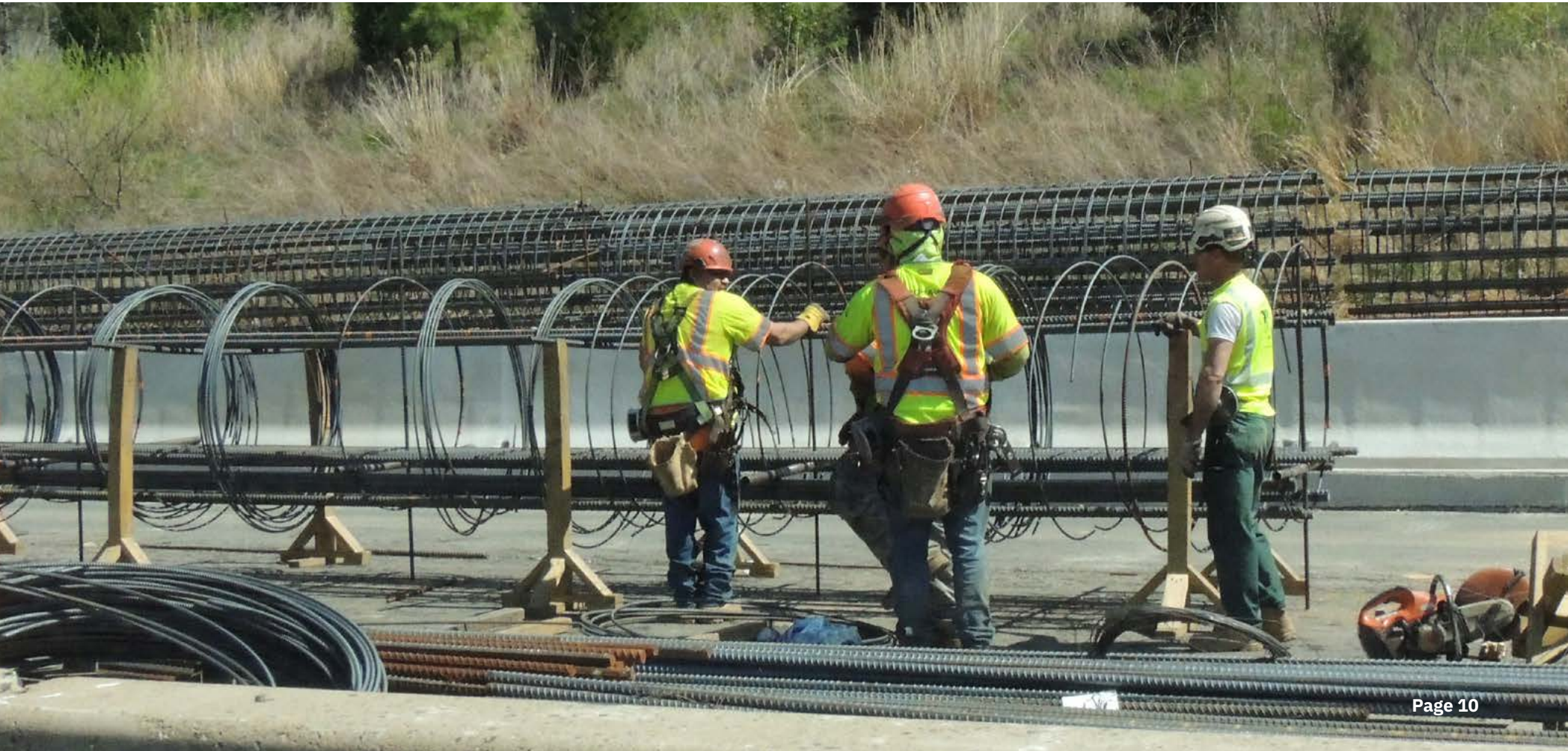
- A. Continue to coordinate with MDOT and local agencies to improve roadway and transit safety through performance-based planning and programming.
- B. Adopt relevant state and local plans that seek to reduce transportation-related injuries and fatalities.
- C. Improve traveler safety in all modes through traffic and transit system management, communication systems, local governance and policies and operations techniques.
- D. Eliminate hazardous or substandard conditions in high crash locations and corridors (all modes) using best practices and proven countermeasures.
- E. Improve conditions to enable non-motorists to travel more safely on a day-to-day basis, including safe interactions with users of other modes and safe access to transit stations and stops.
- F. Support research into better understanding the causes of bicycle and pedestrian crashes and injuries to promote more effective countermeasures.
- G. Educate all travelers of all modes on safe travel techniques using different outreach methods, such as media and educational campaigns.



GOAL

Improve and Maintain the Existing Infrastructure

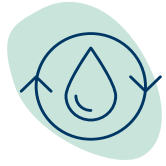
Improve the conditions of existing transportation facilities; systematically maintain and replace transportation assets as needed.





Improve and Maintain the Existing Infrastructure

- A. Continue to coordinate with MDOT and local agencies to preserve and maintain the condition of roadway and transit systems through performance-based planning and programming.
- B. Maintain traffic signal and Intelligent Transportation System (ITS) systems on a timely, systematic basis.
- C. Maintain and replace aging transit vehicles on a timely, systematic basis.
- D. Research and invest in cost-effective measures that will reduce emissions and life-cycle costs of transit rolling stock and infrastructure elements.
- E. Continue to improve the condition of existing transit infrastructure and stations/stops.
- F. Increase emphasis on improving the condition of existing pedestrian and bicycle facilities.
- G. Encourage local agencies to develop comprehensive asset management programs to monitor the conditions of transportation assets and repair/replace those assets on a timely, systematic, cost-effective basis.



GOAL

Implement Environmentally Responsible Transportation Solutions

Pass on to future generations the healthiest natural and human environment possible.





Implement Environmentally Responsible Transportation Solutions

- A. Continue to coordinate with MDOT and local agencies to reduce excessive delay and increase the share of non-SOV (single-occupancy vehicle) travel through performance-based planning and programming.
- B. Reduce transportation-related criteria air pollutant emissions to support improvements in human health and ensure that the region conforms to the applicable state air quality plan.
- C. Reduce surface runoff and water pollution resulting from the transportation system.
- D. Reduce energy use of the transportation system.
- E. Reduce transportation-related greenhouse gas emissions in accordance with state and local plans.
- F. Preserve and protect natural and cultural resources.
- G. Incorporate resilience in transportation planning and maintenance and efforts to address current and anticipated climate change hazards.
- H. Promote policies and programs that encourage the adoption of electric and alternative fuel vehicles, including the installation of the infrastructure required for electric and alternative fuel vehicles.



GOAL

Improve System Security

Provide a secure traveling environment for everyone; improve the region's ability to respond to natural and human-caused disasters.



Improve System Security

- A. Continue to improve personal security of transit riders by incorporating tools and strategies throughout the transit system (such as closed-circuit TV, additional staff and other security-related features).
- B. Continue to work with state and local agencies as well as other stakeholders to coordinate responses to large-scale incidents, including evacuation routes and procedures.
- C. Continue to review evacuation routes and identify bottlenecks. Consider alternatives that would improve traffic movement through these points of limited capacity in emergency situations (such as improving traffic operations, identifying alternate routes and modes, expanding existing roadways).
- D. Improve the capabilities of jurisdictions to respond to and recover from emergencies, including security threats and natural disasters, through traffic and transit system management and operations approaches.
- E. Identify policies and procedures for communication, resource sharing and cooperative response to emergencies among transportation and non-transportation response agencies.
- F. Identify other sources of funding (state, federal, private) that could be used to implement regional security priorities.
- G. Incorporate options for multimodal mobility and strategies for system management in the transportation network to facilitate expanding capacity for the movement of people during emergencies.
- H. Plan for the predicted impacts of climate change (such as rising sea level, higher storm surge, hotter temperatures) on the transportation system.





GOAL

Promote Prosperity and Economic Opportunity

Support the vitality of communities and businesses, opportunities for workers and the movement of goods and services within and through the region.



Promote Prosperity and Economic Opportunity

- A. Emphasize the coordination of land use decisions, transportation planning, housing availability and employment opportunities, including consideration of the connections between land use decisions and the costs of transportation.
- B. Consider affordable housing and workforce/economic development planning when determining long-range priorities.
- C. Concentrate transportation investments within locally- and state-designated growth areas to enable prosperity in existing communities and the optimal use of prior public investments, including transportation investments.
- D. Invest in transportation infrastructure (all modes) that improves access to regional generators of economic activity (such as activity centers and freight corridors) with an emphasis on improving access through active transportation and high quality transit.
- E. Coordinate with communities to provide context-sensitive infrastructure and facilities that integrate with community assets, needs and preferences.
- F. Consider the harms and inequities associated with prior transportation investments and seek to ensure that future transportation investments promote equitable access to opportunity for workers and communities underserved by existing transportation systems – low-income and minority households – as well as disabled, elderly, Limited English Proficiency and carless individuals.
- G. Invest in upgrading transportation assets and facilities that promote tourism and the movement of tourists within and through the region.





GOAL

Foster Participation and Cooperation among All Stakeholders

Enable all interested and affected parties to participate and cooperate to find workable solutions.



Foster Participation and Cooperation among All Stakeholders

- A. Coordinate transportation planning across all modes, across geographic boundaries and among all stakeholders.
- B. Provide adequate and timely notice for key decisions and planning efforts through traditional means as well as social media options. Engage with and encourage input early and often from interested parties with a diverse stake in the performance of the region's transportation system.
- C. Increase coordination, communication and engagement with underserved communities. Hold public outreach events at accessible venues within affected communities.
- D. Prioritize environmental justice through programs and policies to ensure that the benefits and burdens of transportation projects are shared equitably. This includes considering the needs of and actively engaging with those traditionally underserved by existing transportation systems – low-income and minority households – as well as disabled, elderly, Limited English Proficiency and carless individuals.
- E. Engage with state and local agencies, businesses, developers and communities to identify and build support for new approaches and public/private partnerships for funding improvements to the transportation system.
- F. Work with planners and engineers in all jurisdictions to develop common policies and design strategies for transportation facilities, including Complete Streets policies, equity analyses, public engagement strategies and design templates.
- G. Improve upon the planning process through periodic evaluations. Utilize performance metrics and solicit stakeholder feedback to foster continuous improvements.





GOAL

Promote Informed Decision-Making

Ensure that adopted transportation policies and performance measures guide the regional decision-making process.



Promote Informed Decision-Making

- A. Analyze, compare and share data on system conditions, system performance and the effects of transportation investments relative to established performance measures and targets for use in transportation planning and decision-making.
- B. Develop regional assessments of demographic, travel, land use, environmental, fiscal and technology trends for use in all plans, programs and projects.
- C. Increase the public's and elected officials' understanding of the trade-offs involved in transportation alternatives.
- D. Consider the potential effects of and promote, where appropriate, emerging technologies (such as increasing vehicle/infrastructure connectivity) and alternative options to SOV travel (such as ride hailing services, micro-transit services, ridesharing, active transportation and telework). This includes considering and analyzing the uncertain impacts of these technologies on traveler safety, roadway congestion, equity and land use when planning for new and improved transportation facilities.
- E. Improve information systems that all travelers can use to reach destinations easily and safely.
- F. Pursue a comprehensive approach to advancing equity for all, including people of color and others who have been historically underserved, marginalized and adversely affected by persistent poverty and inequality.

