



Cartersville-Bartow

Metropolitan Planning Organization

Draft LRTP Goals & Objectives

The Cartersville-Bartow County Metropolitan Planning Organization (CBMPO) will follow a performance-based planning approach in the development of its first Long Range Regional Transportation Plan (LRTP). The first step in a performance-based planning approach is to identify a vision for the future, rooted in citizen and stakeholder input. The vision sets a strategic direction used to shape decisions about policies and investments. From that vision, goals and objectives are formed. Goals address key desired outcomes and are supported by objectives which are specific, measureable statements that support achievement of goals.

Local Planning Context

The Joint County-City Comprehensive Plan 2007-2027 Community Agenda for Bartow County and the Cities of Adairsville, Emerson, Euharlee, Kingston, Taylorsville and White as well as the Comprehensive Master Plan 2030 Community Agenda for the City of Cartersville articulate similar, yet unique, visions for the CBMPO communities and drew from extensive public and stakeholder engagement.

Those visions have set the foundation for development of draft Goals and Objectives for the CBMPO's first LRTP. Additionally, there have been other planning studies and initiatives undertaken in CBMPO communities that were reviewed and provided further input into the development of Goals and Objectives. They include:

- City of Cartersville-Bartow County Short-Term Transportation Study, 2007
- City of Cartersville Parks and Recreation Master Plan, 2008
- The City of Cartersville Urban Redevelopment Plan, 2010
- Cartersville Downtown Master Plan 2024
- Cartersville Downtown Parking Management Report, 2014
- Cartersville-Bartow County Department of Economic Development: Mission, Core Strategy and Key Goals

State and Federal Planning Context

The CBMPO LRTP Goals and Objectives goals must be comprehensive by addressing local values and needs as well as meeting state and federal requirements. Those state and federal requirements are not prescriptive, allowing for some flexibility in how the MPO incorporates state and federal goals and planning factors.



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Statewide Strategic Transportation Plan

In 2013, the Georgia Department of Transportation updated the Statewide Strategic Transportation Plan, which articulates the state's transportation goals and objectives:

- Goal 1 - Supporting Georgia's economic growth and competitiveness
 - Improved access to jobs, encouraging growth in private-sector employment, workforce
 - Reduction in traffic congestion costs
 - Improved efficiency, reliability of commutes in major metropolitan areas
 - Efficiency and reliability of freight, cargo, and goods movement
 - Border to border and interregional connectivity
 - Support for local connectivity to statewide transportation network
- Goal 2 - Ensuring safety and security
 - Reduction in crashes resulting in injury and loss of life
- Goal 3 - Maximizing the value of Georgia's assets, getting the most out of the existing network
 - Optimized capital asset management
 - Optimized throughput of people and goods through network assets throughout the day
- Goal 4 - Minimize impact on the environment
 - Reduce emissions, improve air quality statewide, limit footprint

Federal Planning Requirements

On July 6, 2012, President Barack Obama signed the Moving Ahead for Progress in the 21st Century (MAP-21) federal funding bill into law. The federal transportation planning section of MAP-21 lists eight planning factors which must be considered as part of the transportation planning process for all metropolitan areas. They are:

1. Support the economic vitality of the metropolitan area, especially by enabling global competitiveness, productivity, and efficiency.
2. Increase the safety of the transportation system for motorized and non-motorized users.
3. Increase the security of the transportation system for motorized and non-motorized users.
4. Increase the accessibility and mobility of people and for freight.



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5. Protect and enhance the environment, promote energy conservation, improve the quality of life, and promote consistency between transportation improvements and State and local planned growth and economic development patterns.
6. Enhance the integration and connectivity of the transportation system, across and between modes, for people and freight.
7. Promote efficient system management and operation.
8. Emphasize the preservation of the existing transportation system

Draft CBMPO LRTP Goals and Objectives

Based on the visions set forth in the CBMPO communities' comprehensive plans and the state and federal transportation goals and planning factors, which all draw from extensive public and stakeholder engagement, the following draft Goals and Objectives are proposed for the CBMPO LRTP.

Develop a multimodal transportation system that is safe, secure, efficient and effective at moving people and commerce in and around Cartersville-Bartow communities.

- Create a transportation system that promotes reliability and minimizes peak period congestion
- Encourage use of non-motorized modes and transportation services for the transportation disadvantaged
- Provide for regional freight corridors
- Reduce crashes resulting in injury and loss of life

Develop and maintain infrastructure to complement planned, affordable and sustainable growth while minimizing impacts on the environment.

- Prioritize preservation and utilization of the existing transportation system
- Promote access to activity centers, jobs, health services, recreational facilities and other important community resources
- Protect natural and historic resources and neighborhoods
- Employ strategies that address congestion management and reduce emissions

Embrace innovative technologies that allow for ease of operation and use of the transportation system.

- Maximize the efficiency of the transportation system
- Expand use of Intelligent Transportation Systems (ITS)



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- Utilize strategies that increase public access to information on transportation options and issues

Recognize the interdependency among the Cartersville-Bartow communities and with surrounding jurisdictions and work for mutually beneficial solutions to improve quality of life and promote economic vitality.

- Maximize regional population and employment mobility and accessibility
- Support local and regional connectivity to the statewide transportation network
- Support the goals and objectives of Bartow County’s Comprehensive and Economic Development Plans as well as those of the Statewide Strategic Transportation Plan while complementing those of adjacent regions.

Develop a financially feasible plan that maximizes benefits and is based on engagement with the Cartersville-Bartow communities, citizenry, and stakeholders.

- Create a funding plan to implement improvements within projected funding constraints
- Nurture opportunities for citizen, stakeholder, and private sector engagement and participation in the regional transportation planning process

The table below shows the draft CBMPO LRTP Goals and related federal planning factors they address.

Draft CBMPO LRTP Goals	Related Federal Planning Factor
Develop a multimodal transportation system that is safe, secure, efficient and effective at moving people and commerce in and around CBMPO communities	Planning Factors 1, 2, 3, 4, 6, 7
Develop and maintain infrastructure to complement planned, affordable and sustainable growth while minimizing impacts on the environment	Planning Factors 5, 8
Embrace innovative technologies that allow for ease of operation and use of the transportation system	Planning Factors 1, 4, 6, 7, 8
Recognize the interdependency among the Cartersville-Bartow communities and with surrounding jurisdictions and work for mutually beneficial solutions to improve quality of life and promote economic vitality	Planning Factors 1, 5, 6
Develop a financially feasible plan that maximizes benefits and is based on engagement with the Cartersville-Bartow communities, citizenry, and stakeholders	Planning Factors 1, 5, 6