

Goals	Objectives	Measures	Quantitative/ Qualitative	Roadway Capacity	Roadway Operations, Maintenance, & Safety	Bicycle & Pedestrian	Transit	Scoring	Evaluation Level	Support	
1. Develop a multimodal transportation system that is safe, secure, efficient and effective at moving people and commerce in and around Cartersville-Bartow communities	a. Create a transportation system that promotes reliability and minimizes peak period congestion	Is the proposed project on or parallel to a facility with a poor LOS?	Quantitative	X	X		X	Proposed project is on or adjacent to a facility with an LOS of F, 3 points, LOS E or D, 2 points, LOS C or better, 1 point.	Project	Travel Demand Model	
		Ratio of congested travel time to free flow travel time	Quantitative	X	X			Is the ratio of congested to free flow travel time greater than or equal to 2, 3 points, between 1 and 2, 2 points and 1 or less, 1 point	Project	Travel Demand Model	
	b. Encourage use of non-motorized modes and transportation services for the transportation disadvantaged	Does the proposed project include pedestrian and bicycle facilities and will it accommodate transit vehicles?	Qualitative				X	X	Proposed project includes bicycle and pedestrian facilities and accommodates transit, 3 points, includes bicycle and pedestrian facilities or accommodates transit, 2 points, includes neither, 1 point	Project	Project descriptions
		Is the proposed project on a NHS highway or a freight corridor identified in previous plans?	Qualitative	X	X				Proposed project is on an NHS highway and freight corridor, 3 points, on the NHS or a freight corridor, 2 points, on neither, 1 point	Project	GIS
c. Provide for regional freight corridors	Is the proposed project on a segment or an intersection with a high number of crashes, or are there a high number of injury and fatal crashes?	Quantitative	X	X	X	X	X	Proposed project is at a location with a high number of fatalities, 3 points, at a location with a high number of injury crashes, 2 points, at neither, 1 point.	Project	GIS	
2. Develop and maintain infrastructure to complement planned, affordable and sustainable growth while minimizing impacts on the environment	a. Prioritize preservation and utilization of the existing transportation system	Does the project improve utilization or management of the existing system?	Qualitative	X	X	X	X	Operations/ITS/safety project, 3 points, bicycle/pedestrian project, 2 points, new location roadway, 1 point.	Project	Project descriptions	
		Does the proposed project improve existing facilities between community resources or add new connections and is it multi-modal?	Qualitative	X			X	X	Adds new multi-modal connection, 3 points, improves existing facility or adds new automobile connection, 2 points, does neither, 1 point.	Project	GIS
	b. Promote access to activity centers, jobs, health services, recreational facilities and other important community resources	Does the proposed project potentially impact natural and historic resources or neighborhoods?	Quantitative	X	X	X	X	X	No potential impacts identified, 3 points, limited potential impacts, 2 points, significant potential impacts, 1 point.	Project	GIS
		Employ strategies that address congestion management and reduce emissions	VMT	Quantitative	X	X	X	X	Scenario is in the lowest third of VMT, 3 points, middle tier of VMT, 2 points, highest third of VMT, 1 point.	Scenario/Plan	Travel Demand Model

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3. Embrace innovative technologies that allow for ease of operation and use of the transportation system	a. Maximize the efficiency of the transportation system	VMT/VHT	Quantitative	X	X			Scenario is in the highest third of VMT/VHT, 3 points, middle tier of VMT/VHT, 2 points, lowest third of VMT/VHT, 1 point.	Scenario/Plan	Travel Demand Model
	b. Expand use of Intelligent Transportation Systems (ITS)	Does the project include ITS components?	Qualitative	X	X			Yes, 3 points, no, 1 point.	Project	Project descriptions
	c. Utilize strategies that increase public access to information on transportation options and issues	Does the scenario include funding for ongoing information dissemination?	Qualitative	X	X	X	X	Yes, 3 points, no, 1 point.	Scenario/Plan	
4. 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.	a. Maximize regional population and employment mobility and accessibility	VMT/VHT for home based work trips only	Quantitative	X				If the scenario is in the highest third of VMT/VHT, 3 points, middle tier of VMT/VHT, 2 points, lowest third of VMT/VHT, 1 point.	Scenario/Plan	Travel Demand Model
		Combined population and employment served by the proposed project	Quantitative	X		X	X	If the total population and employment served by the project in the top 1/3rd, 3 points, middle 1/3rd, 2 points, lowest 1/3rd, 1 point.	Project	GIS
	b. Support local and regional connectivity to the statewide transportation network	Does the project connect to a state or national highway either directly or indirectly?	Qualitative	X				Connects directly to a state or national highway, 3 points, 2 points for connecting with a facility linked to a state or national highway, 1 point for no connection.	Project	GIS
	c. 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	Does the project match the goals and objectives of these plans?	Qualitative	X	X	X	X	Mostly, 3 points, somewhat, 2, points, not at all, 1 point.	Project	Referenced plans
5. Develop a financially feasible plan that maximizes benefits and is based on engagement with the Cartersville-Bartow communities, citizenry and stakeholders	a. Create a funding plan to implement improvements within projected funding constraints	Does the plan include a forecast of expected revenues and a fiscally constrained list of projects?	Qualitative	X	X	X	X	Yes, 3 points, no, 1 point.	Scenario/Plan	
	b. Nurture opportunities for citizen, stakeholder and private sector engagement and participation in the regional transportation planning process.	Does the plan include a public involvement plan and documentation of its implementation?	Qualitative	X	X	X	X	Yes, 3 points, no, 1 point.	Scenario/Plan	