

10.10 Performance Measures

Table 18, as presented below, lists the 2050 LRTP goals and objectives with corresponding performance measures. The performance measures provide benchmarks and targets by which to implement the plan's recommendations and goals and objectives.

Table 18: 2050 LRTP Performance Measures

GOAL	OBJECTIVE	PERFORMANCE MEASURE(S)
Goal 1: the Columbia Metropolitan Planning Area (MPA) will have a first class street, highway and non-motorized network that meets the short and long-term needs of the area		
	Objective 1: Design streets and highways safe and efficient to move vehicular traffic and accommodate transit, pedestrians and bicyclists with minimal environmental impacts.	
		Improvement in citizen perception of the quality and livability of the built environment and lifestyle opportunities
		Reduction of negative impacts to the environment due to transportation (improvements in air quality, reduced noise levels, etc.)
	Objective 2: Invest in and preserve the existing transportation system	
		Increases in annual funding committed to roadway system maintenance, including transit operations
		Improvement in state of pavement and bridge condition/rankings
	Objective 3: Support an open, inclusive and participatory transportation planning process	
		Improvement in public satisfaction related to transportation projects and improvements
		Higher levels of citizen input/participation in transportation planning
		Use of new technologies and other participatory tools and options for transportation planning
	Objective 4: Identify and address the needs of minority and low-income populations in making transportation decisions	
		Increased numbers of minority and low-income populations participating in the transportation process
		Improvement in how projects and policies consider/address the needs of minority and low-income people
Goal 2: The MPA transportation system will integrate and connect all travel modes		
	Objective 1: Encourage convenient intermodal transfers to maximize travel efficiency	
		Increased number of multi-modal trips
		Reduction in travel time/delay for multi-modal trips
		Reduction in the cost of trips
	Objective 2: Encourage the use of the most efficient mode based upon the distance and characteristic of a particular trip	
		Increase in the number of people walking for trips one-mile or less
		Increase in the number of people bicycling for trips 10-miles or less
		Increase in the number of people riding the bus
		Increased size/participation in bike share and car share programs
	Objective 3: Reduce reliance on automobile travel and better serve those who do not or cannot own and drive an automobile	
		Reduction in number of person trips by automobile modes - reduction in vehicle miles traveled (VMT)

	Reduction in automobile ownership trends
	Increases in funding for transit and non-motorized travel
	Improvement in number of opportunities to travel for those who do not drive
Objective 4: Improve and expand infrastructure for pedestrians, bicyclists and people with disabilities	
	Increased number of linear feet of sidewalks that connect to destinations/attractions, including trails and transit system access
	Improvement in number and length of bicycle routes that connect destinations/attractions (implementation of Bicycle/Pedestrian Network Plan)
	Development of a plan and funding source to bring sidewalks, crosswalks and bus shelters up to ADA-compliance
Goal 3: The public transportation system will be a viable transportation option throughout the MPA	
Objective 1: Promote a mobility management public transportation system whereby all providers of public transportation work together to maximize efficiency and resources	
	Reduction in the cost of trips
	Reduction in the cost of vehicle maintenance, capital and operating costs
	Increased number of collaborative partnerships and commuter options
Objective 2: Support and promote the public transportation (bus) system	
	Expansion in funding sources, mechanisms and budget amounts for transit
	Expansion in marketing efforts and partnerships
	Improved public awareness/approval of bus system
Objective 3: Expand and redesign the existing transit system to meet ridership needs	
	Increase in the number of routes
	Increase in service hours and days
	Increase in the number of points of entry/exit/transfer within the system
	Increase in bus system ridership
	Increase/improvement in the number, type or quality of transit facilities and technologies (buses, bus stops, map apps, etc.)
	Increase in annual operating/capital budget for bus system
Goal 4: Long-range land use and transportation planning will be coordinated on a regional and local basis	
Objective 1: Establish policies and programs to reduce motor vehicle travel demand	
	Reduction in peak travel motor vehicle volumes
	Increase in the average number of passengers per vehicle per trip
Objective 2: Develop a long-range plan for the establishment of commuter transportation systems serving the MPA	
	Expansion of commuter transportation options
	Reduction in single-occupant commuter automobile trips
Objective 3: All planning partners will address multimodal system and safety needs in all planning, design, and construction of transportation improvements	
	Increase in number of multimodal projects to address safety needs
	All planning partners reference MoDOT's Blue Print for Safety guidelines
Objective 4: Capitalize on common goals and needs in the region to reduce costs and promote efficiency in transportation improvements	
	Increase in the number of policies and projects co-sponsored by multiple jurisdictions

	Increase in the number of regional goals supported by projects and improvements
Objective 5: Accommodate increased freight movement and increase efficiency throughout the region	Identify and promote the use of key freight corridors
	Improvement of on-time delivery through system efficiency
	System improvement to the COLT railroad corridor and intermodal connector facilities to enable greater connectivity to street network and Norfolk Southern railroad
	Reduce truck traffic in residential neighborhoods and on lower street classifications , particularly local residential streets
Objective 6: Promote rail as a viable option for freight and passenger movement throughout the region	Increase the amount of freight moved by rail
	Develop passenger rail opportunities
	Support improvements to rail facilities/track expansion
Goal 5: Encourage compact and infill development and redevelopment in under-invested areas	
Objective 1: Focus on improvements for all modes in areas of desired future growth and development that support the public's vision for the MPA	Maximize number of transportation improvements planned, designed, and/or constructed in areas of desired growth
	Direct maximum % of growth and development (units and acres) to areas identified as priority areas in <i>Columbia Imagined</i>
	Support redevelopment and development of areas well-served by all transportation modes
Objective 2: Seek to eliminate/reduce current congestion and multimodal traffic flow restrictions on existing arterial and collector roadways	Reduction in delay and travel time for automobile, buses, pedestrian and bicycle travel through traffic signal synchronization, intersection improvements, and other methods
	Improvement of congestion management outcomes
	Support access management policies
Objective 3: Develop and modify the transportation system so that it respects and enhances the natural and built environment	Reduction in the negative environmental impacts of the transportation system (built and future)
	Increase in use of environmentally-sensitive technologies and advancements
	Increase in the use of context-sensitive designs
	Expand the objectives of street design standards to include enhancement of the natural and built environment
Goal 6: Integrate land use planning with infrastructure development	
Objective 1: Encourage future development and related transportation improvements to address capacity and connectivity needs proactively rather than reactively	Transportation improvements built prior to and concurrently with new growth and development (rather than reactive to)
	Corridor preservation: preserve motorized and non-motorized transportation corridors for future growth and to encourage desirable street network designs
	Coordinate land use planning for industrial and other land uses around freight corridors and intermodal connector facilities

Objective 2: Land use planning will utilize the Pedestrian and Bicycle Network Plan to create a bikeway/sidewalk/greenbelt trail network that provides an alternative and complementary means of transportation to the overall street system	Increase the number of walking and biking users with trip purposes of commuting, shopping and entertainment
	Increases annually in the linear feet of new trails and sidewalks built
	Increased focus on maintenance and improvement of existing non-motorized network
Objective 3: Ensure that future development and related transportation improvements address transportation safety needs in planning and design	Build transportation improvements concurrently with development activity, with emphasis on walkability and overall non-motorized user safety and on connectivity for all travel modes
	Reduction in crash frequency in areas affected by development and population growth
Objective 4: Increase the geographic area in which people have convenient access to non-automobile modes of transportation	Joint adoption of the CATSO Bicycle and Pedestrian Network by Boone County and the City of Columbia (redundant?)
	Expansion of public transit outside of the City limits
	Expansion of bike system mileage outside of City limits
Goal 7: Provide safe and secure facilities and transportation infrastructure for residents, visitors and commerce in the Columbia MPA	
Objective 1: Establish partnerships with other federal, state, and local governmental agencies to promote continued interagency cooperation and planning for safety and security measures	Increase in the consideration of security issues in existing system and proposed improvements
	Enhanced collaboration in the development and implementation of Emergency Response and Hazard Mitigation Plans
Objective 2: Reduce injuries, fatalities and property damage for all modes of transportation with the Vision Zero Plan as the model	Reduction in the number/frequency of injuries (all modes), with the eventual goal of elimination of deaths and serious injuries by 2030, as specified in the adopted (City) Vision Zero action plan
	Improvement of local enforcement of traffic laws, education of all transportation system users, and appropriate engineering solutions
Objective 3: Minimize security risks on roadways and bikeways, and on public transportation facilities throughout the Metro planning area	Identify locations for potential safety projects (high crash locations and mode conflict points)
	Increased use of Crime Prevention Through Environmental Design principles in public transit facilities
	Improvement in the number and locations of marked crosswalks and audible pedestrian signals
	Bridge and pavement conditions meet or exceed safety standards
Objective 4: Provide resources for emergency situations and major disasters while improving security and safety-related incident(s) response	Improvement in emergency response time
	Increased resources available for emergencies and major disasters
Goal 8: Reduce motor vehicle pollution/emissions by allowing opportunities for alternatives to internal combustion engine motor vehicle usage, both vehicular and non-motorized	
Objective 1: Provide for use of low to zero emission (electric/hybrid) vehicles	

Continue the replacement of transit system buses with electric and other non-internal combustion engine vehicle alternatives

Increase the number of electric vehicle charging stations in public areas, such as City and University-owned parking garages and parking lots

Objective 2: Provide for non-motorized travel and commuting opportunities

Increase bicycle parking facilities at commercial and office locations, and at public facilities, including all levels of public schools, libraries, local colleges and the University of Missouri

Provide additional on-street bicycle lanes and additional greenbelt trail connections and extensions

Improvement in sidewalks, crosswalks, and intersections/traffic signals to facilitate increased pedestrian travel