



# Chapter 4:

Regional Goals  
and Strategies









# REGIONAL GOALS AND STRATEGIES

The BRTB has adopted nine broad regional goals, with supporting implementation strategies. Together, these goals and strategies will help the BRTB to guide transportation investments over the 2024-2045 period.



The Baltimore Regional Transportation Board has adopted nine broad regional goals to guide transportation investments over the 2024-2045 period. Goals represent the guiding principles, the transportation vision, for the region. These principles describe the system the region would like to achieve, given the will and the resources.

In developing goals and strategies, the BRTB considered:

- federal, state, regional, and local requirements and policies, including the FAST Act (the federal authorizing legislation) and its regulations (described in Chapter 1)
- factors that could affect how the region's transportation systems will perform over the next 25 years (discussed in Chapters 2 and 3)
- comments and recommendations from the public at large and from BRTB advisory groups, including the Public Advisory Committee.

## Definitions

- A **goal** is a broad aspiration or guiding principle for the region (e.g., "Improve system safety").
- A **strategy** is an approach or policy to help the region implement a goal (e.g., "Eliminate hazardous or substandard conditions in high-crash locations and corridors").
- A **performance measure** is a specific metric the region can use to assess progress toward achieving a goal (e.g., "Decrease number of highway fatalities").
- A **performance target** is a specific level to be reached within a certain time frame (e.g., "Decrease number of highway fatalities to 166 by 2020").

## Regional Transportation Goals

### Improve System Safety

Make conditions safer for pedestrians, bicyclists, transit riders and operators, and motorists.

### Improve and Maintain the Existing Infrastructure

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

### Improve Accessibility

Help people of all ages and abilities to access specific destinations.

### Increase Mobility

Help people and freight to move reliably and efficiently.

### Conserve and Enhance the Environment

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

### Improve System Security

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

### Promote Prosperity and Economic Opportunity

Support the revitalization of communities, the development of activity centers, and the movement of goods and services.

### Foster Participation and Cooperation Among 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.



## Regional Implementation Strategies

### Applying Strategies to Achieve Regional Transportation Goals

This chapters 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.



### GOAL: Improve System Safety

- A. Adopt relevant state and local plans that seek to reduce transportation-related injuries and fatalities.
- B. Improve traveler safety in all modes through traffic and transit system management and operations techniques.
- C. Invest in cost-effective safety improvements to eliminate hazardous or substandard conditions in high crash locations and corridors (all modes).
- D. Improve the ability of transportation and emergency service agencies to respond in a timely manner to emergency incidents.
- E. Improve conditions to enable pedestrians and bicyclists 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 that are mode- and age-appropriate.



## GOAL: Improve and Maintain the Existing Infrastructure

- A. Continue to improve the condition of roadway systems (pavement, bridges, tunnels).
- B. Replace aging traffic signals and Intelligent Transportation System elements 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 jurisdictions 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: Improve Accessibility

- A. Increase transportation alternatives for all segments of the population, including the disabled, the elderly, minority and low-income populations, and transit-dependent individuals.
- B. Increase transportation equity throughout the system.
- C. Continue to improve conditions for pedestrians and transit riders to meet or exceed Americans with Disabilities Act requirements.
- D. Leverage transportation funds in coordination with other funds to provide affordable options for accessing necessities or amenities (e.g., jobs, health care, child care, education).
- E. Consider affordable housing and workforce/economic development planning when determining long-range priorities.
- F. Continue to invest in pedestrian and bicycle facilities and programs, especially those that link to activity centers and public transit.
- G. Integrate strategies identified through the Coordinated Public Transit – Human Services Transportation Plan into regional planning and decision making.
- H. Improve system connectivity and continuity among all modes and across inter-jurisdictional and inter-regional boundaries, including coordination of transit planning and investment and consideration of a regional transit fare system.
- I. Encourage the private sector to provide appropriate access on commercial properties for bicyclists, pedestrians, and transit users.
- J. Support operating policies that enable year-round, obstacle-free access to pedestrian, bicycle, and transit facilities.



**GOAL: Increase Mobility**

- A. Continue to refine and implement a Congestion Management Process (CMP), incorporating the regional Intelligent Transportation System architecture and transportation systems management and operations strategies.
- B. Prepare congestion mitigation plans, including the consideration of congestion pricing, for corridors and locations experiencing recurring high congestion levels.
- C. Balance capacity in the highway, transit, and freight rail systems and pedestrian and bicycle networks, including the consideration of expanded transit service coverage and hours of operation.
- D. Increase mobility, including traffic and transit incident response and recovery, through traffic and transit system management and operations techniques.
- E. Improve transportation system reliability by developing better methods of reporting delays and incidents among modal agencies and through broad-based public information distribution for interstate highways, surface streets, and the transit network.
- F. Develop and support a regional, long-distance bikeway network, including consistent guide signage.





### GOAL: Conserve and Enhance the Environment

- A. Ensure that the region conforms to the applicable state air quality plan by developing programs to reduce congestion (e.g., provide alternatives to the use of single-occupant passenger vehicles through Travel Demand Management (TDM) techniques), reduce growth in mobile source emissions, and encourage emission reduction technologies.
- B. Invest in transportation programs and projects, including best management practices, that reduce surface runoff and protect water resources.
- C. Promote efficient use of energy resources by supporting fuel-efficient best management practices and alternative fuel use, including consideration of programs to provide incentives for the use of zero-emission vehicles.
- D. Invest in transportation programs and projects that reduce greenhouse gas emissions in accordance with state and local plans and initiatives regarding sustainability and climate change (e.g., Maryland's Greenhouse Gas Reduction Plan).
- E. Preserve and protect natural and cultural resources.
- F. Enhance the quality of human health by providing multimodal transportation infrastructure and services that promote active living and physical activity and minimize transportation-related emissions.



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## GOAL: Improve System Security

- A. Provide for the personal security of transit riders through the use of closed-circuit TV and other security-related features.
- B. Continue to refine a regional emergency coordination and response plan to address large-scale, inter-jurisdictional emergency events, including evacuation routes and procedures.
- C. Improve the capabilities of jurisdictions to respond to and recover from emergencies, including security threats and natural disasters, through the use of traffic and transit system management and operations techniques.
- D. Identify policies and procedures for communication, resource sharing, and cooperative response to emergencies among transportation and non-transportation response agencies.
- E. Leverage transportation and security funds to implement regional priorities.
- F. Increase redundancy in the overall system. Where this is not possible, look for alternatives to existing corridors or facilities.
- G. Plan for the potential transportation-related implications of climate change (e.g., rising sea level, storm surge).
- H. Encourage equitable sharing among all modes of the benefits and burdens of security and safety initiatives.
- I. Review evacuation routes and identify bottlenecks. Consider alternatives that would improve traffic movement through these points of limited capacity in emergency situations (e.g., improving traffic operations, identifying alternative routes, expanding existing roadways).





## GOAL: Promote Prosperity and Economic Opportunity

- A. Incorporate as appropriate into the region's transportation programs and projects the six livability principles developed jointly by the U.S. Department of Housing and Urban Development, U.S. Department of Transportation, and U.S. Environmental Protection Agency.
- B. 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.
- C. Coordinate transportation investments with state and local plans regarding growth and development.
- D. Concentrate transportation investments within local- and state-designated growth areas to encourage prosperity in and revitalization of existing communities.
- E. Improve transportation infrastructure (all modes) that improves access to existing communities and regional generators of economic activity (e.g., activity centers and freight corridors), including the consideration of expanded transit service coverage and hours of operation.
- F. Coordinate with communities to provide context-sensitive infrastructure and facilities that integrate with community assets, needs, and preferences.
- G. Promote development around existing transit stations.
- H. Invest in upgrading transportation assets and facilities that promote tourism and the movement of tourists within and through the region. This includes 1) improving roadway, transit, pedestrian, and bicycle access to regional and local tourist attractions, 2) analyzing peak travel volumes and times in key tourism corridors, and 3) improving and promoting information systems (e.g., signage, bus service information, smartphone applications) that visitors can use to reach destinations easily and safely.





## GOAL: Foster Participation and Cooperation among All Stakeholders

- A. Coordinate transportation planning and programs across all modes, across inter-jurisdictional and inter-regional boundaries, and among all stakeholders as appropriate and feasible to provide affordable, reliable, safe, and secure transportation alternatives.
- B. Through traditional means and through social media options, engage with and encourage input early and often from all groups with a stake in the performance of the region's transportation system.
- C. To the greatest extent possible, hold public outreach events at accessible venues within affected communities.
- D. Promote environmental justice through programs and policies to ensure that the benefits and burdens of transportation projects are shared equitably.
- E. Engage with businesses, developers, and communities to identify and build support for new approaches and public/private partnerships for funding improvements to the transportation system (all modes).
- F. Leverage federal transportation funds to the greatest extent possible by encouraging matching contributions from entities that stand to benefit from transportation projects and programs—private organizations and companies as well as local jurisdictions.
- G. To the greatest extent possible, work with planners and engineers in all jurisdictions to develop common policies and design strategies, including Complete Streets policies and design templates, for transportation facilities.





## GOAL: 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. Coordinate transportation investment with state planning policies and local plans regarding tourism, growth, and development.
- E. Plan for the effects of emerging technologies and increasing vehicle/infrastructure connectivity when moving projects through the project development process. For example, consider the long-term effects of, and infrastructure needs related to, connected and automated vehicle use on traveler safety, roadway congestion, and land use when planning for new and improved transportation facilities. Make project scopes more flexible as needed to accommodate the potential effects of such emerging technologies.
- F. Plan for the effects of alternative means of travel (e.g., ride hailing services, micro-transit services, ridesharing, etc.) on traveler safety and security, roadway congestion, and land use.
- G. Improve information systems (e.g., signage, bus service information, smartphone applications) that all travelers can use to reach destinations easily and safely.

