

10.10 Performance Measures

Table 18, as presented below, lists the 2040 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: 2040 LRTP Performance Measures

GOAL	OBJECTIVE	PERFORMANCE MEASURE(S)
Goal 1: the Columbia Metro area 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 that are safe and efficient to move vehicular traffic, accommodate transit, pedestrians and bicyclists with minimal environmental impacts.	
		Improvement in citizen perception of the quality and livability of the built environment
		Reduction of negative impacts to the environment due to transportation (improvement seen in air quality, reduced noise levels, etc.)
	Objective 2: Invest in and preserve the existing transportation system	
		Increases in annual funding committed to 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 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 Metro area 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 non-automobile modes
		Change 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
	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 Metro area	
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
Objective 2: Support and promote the public transportation system	
	Expansion in funding sources, mechanisms and 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 travel demand	
	Reduction in peak travel volumes
	Increase in the number of employees and students telecommuting
	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 metro area	
	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 use of 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: Increase freight movement and efficiency throughout the region	
	Identify and promote the use of key freight corridors
	Improvement of on-time delivery through system efficiency
	System improvement to rail corridors and intermodal connector facilities
	Reduce truck traffic in residential neighborhoods and on lower street classifications
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 capacity improvements for all modes in areas of desired future growth and development that support the public's vision for the metro area	
	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 Columbia Imagined
	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 bicycles
	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	
	Change in the environmental impact 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
	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
	Positive increases year over year in the linear feet of new trails and sidewalks built
	Increased focus on maintenance and upkeep 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 prior to and concurrently with growth and development (rather than in reaction to growth)
	Change in crash frequency in areas affected by development and 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
	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 Metro area	
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	
	Reduction in the frequency of injuries and fatalities (all modes)
	Improvement of local enforcement of traffic laws and education of transportation system users
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
	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