

# Chapter 3.0 Goals, Objectives, and Policies



**“The Speed Machine is made out of titanium alloy and runs on thermite which is an iron based powder that burns at intense heat. It has a drink machine and when you say the kind of drink you want it makes the drink for you. It also has over ten cup holders.”**

**Jefferson Masters, 5<sup>th</sup> grade at Spessard Holland**



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### 3.0 GOALS, OBJECTIVES, AND POLICIES

The Polk TPO adopted the following Vision Statement to guide the update of the 2035 MVP:

***The 2035 Mobility Vision Plan will provide a safe, efficient, and sustainable multi-modal transportation system that meets the diverse mobility needs of Polk County residents, workers, and visitors.***

The Polk TPO developed a series of Goals, Objectives, and Policies (GOPs) to guide decision making for the expansion and maintenance of the county's transportation system.

The subject of each of the GOP statements was influenced by several factors including federal law (SAFETEA-LU), state legislative and plan requirements (House Bill 7135, State LRTP), and input from local stakeholders (elected officials and citizen groups). Draft GOP language was approved by the TPO Board on October 8, 2009.

The 2035 MVP organized the GOP language by placing the Goal statement at the highest level of the 2035 MVP's hierarchy and setting it as a desired outcome or end state. The Objectives statements fill the second level and provide measurable outcomes which serve to implement the goal. Finally, Policy statements are included at the base of the hierarchy. These are specific statements that serve to implement the objectives by providing direction and identifying actionable measures.

**Goal 1: A Multi-Modal Transportation System.**  
**Develop and maintain a balanced multi-modal transportation system that reduces dependency on the automobile, provides a range of transportation choices, supports the efficient movement of people and goods, and provides a seamless network connecting Polk County.**

**Objective 1.1:** Develop an integrated and more accessible multi-modal transportation system.

**Policy 1.1.1:** Encourage local governments to adopt and maintain uniform Multi-Modal Transportation Level of Service (LOS) Standards as outlined in *Chapter 5 Multi-Modal LOS Districts*.



**Buses can move the same number of people while taking up much less of a road's capacity.**

These standards are intended to promote the development of transit services by permitting lower highway LOS where urban transit services are available.

**Policy 1.1.2:** Provide Americans with Disabilities Act (ADA) compliant facilities that support all users of the multi-modal transportation system, including persons with disabilities, economically disadvantaged, elderly, and young populations (e.g., sidewalk connections, bus stops, and trails).

**Objective 1.2:** Reduce per capita vehicle miles traveled (VMT) by single occupant vehicles (SOV), especially during peak hours of travel.

**Policy 1.2.1:** Promote the use of transit, bicycle, and pedestrian facilities through the funding and implementation of more multi-modal transportation projects.



*Reserved spaces for carpools and vanpools can increase the participation of commuters.*

**Policy 1.2.2:** Increase participation of commuters in ride sharing, carpooling, and vanpooling programs such as the FDOT District One Commuter Services Program.

**Objective 1.3:** Develop an interconnected, cost-effective transit system in Polk County that includes appropriate and fully accessible transit service, characterized by seamless fixed-route service in urban areas and demand-responsive service in rural areas with inter-city transit promoting the integration of transit services.

**Policy 1.3.1:** Provide more frequent and convenient transit service that extends to both urban and rural areas of the county, and is competitive with the automobile.

**Policy 1.3.2:** Promote the stability of fixed-route bus services by the transit providers to ensure ease of use and public support of the services.

**Policy 1.3.3:** Promote the expansion of services, extended hours of operation, and frequency of service in designated urban areas and activity centers.

**Policy 1.3.4:** Ensure that the transit system is accessible to all users, including young, elderly, disabled, and economically disadvantaged persons.

**Policy 1.3.5:** Provide transit service in the most efficient and cost-effective manner while providing adequate passenger amenities.

**Objective 1.4:** Encourage intergovernmental coordination in the development of a county-wide transit system.

**Policy 1.4.1:** In consultation with local governments and transit operators, the TPO will maintain Urban and Rural Transit Service Areas guidelines as set out in Chapter 5 for the development of transit services in Polk County.



*Well-designed bus shelters and park-and-rides with good sidewalk connections are essential to promoting ridership. (Highland City)*

**Policy 1.4.2:** Advocate that local governments and transit operators recognize the categories of transit service outlined in this 2035 MVP. These categories should be used for the classification of existing and future fixed-route and demand-responsive transit services.

**Policy 1.4.3:** Support efforts to implement the recommendations of the TPO’s TDP and the PTA’s Master Strategic Plan.

**Policy 1.4.4:** With the concurrence of the affected transit agencies, the TPO shall prepare a Consolidated TDP for the LAMTD and WHAT to meet requirements for state transit funding. The consolidated TDP shall include common elements for transit needs analyses and evaluation of service improvement alternatives with separate capital and operating plans for adoption by the LAMTD and WHAT.



*Winter Haven’s Central Park features street lights, landscaping, and trees to create a pedestrian-friendly environment.*

**Objective 1.5:** Create a transportation system in which pedestrian and bicycle travel serve as viable modes of transportation.

**Policy 1.5.1:** Where appropriate, encourage the development of transportation projects in a pedestrian and bicycle friendly manner, using elements to create a “Complete Street,” such as street trees, lighting, landscaping, and street furniture.

**Policy 1.5.2:** Increase the number of pedestrian facilities including sidewalks, crosswalks, pedestrian safety improvements at intersections, and other related amenities.

**Policy 1.5.3:** Increase the number of bicycle facilities including on-road bicycle lanes, paved shoulders, multi-use trails, and other related facilities.

**Policy 1.5.4:** Provide for improved connectivity between pedestrian and bicycle facilities and other modes of transportation, and provide for improved connectivity between adjacent land uses and buildings.

**Policy 1.5.5:** Encourage the use of non-motorized transportation by identifying sidewalk, bicycle, and multi-use trail needs and priorities.

**Policy 1.5.6:** The planning and development of highway projects within the Urban Transit Service Area should explicitly address the inclusion of pedestrian, bicycle, and other design features that will support the development of transit services.

**Policy 1.5.7:** Educate the general public, pedestrians, and motorists regarding the safe practices, rights, and responsibilities of motorists, bicyclists, and pedestrians.

**Objective 1.6:** Provide a seamless transportation network by improving links between the modes of transportation.

**Policy 1.6.1:** Improve accessibility to intermodal facilities to include airports, rail yards, regional ports, transit facilities, park-and-ride lots, and other nodes of multi-modal activity.



*SR 17 (Ridge Scenic Highway) near Highland Park offers scenic vistas of the Bok Tower, one of Polk County's major tourist destinations.*

**Policy 1.6.2:** Improve transit stops and park-and-ride lots to improve the movement of travelers between modes of transportation. Where appropriate, provide sidewalk connections, bus pads, and amenities such as bicycle storage, bicycle parking, covered waiting areas, and wayfinding materials.

**Policy 1.6.3:** Coordinate with the LAMTD, PCTS, WHAT, and FDOT to provide appropriate types and levels of public transit service to interconnect with the HSR system if a station(s) is located in Polk County. The TPO should also develop strategies for connecting to the planned SunRail station in Poinciana and proposed TBARTA system in Hillsborough County.

**Policy 1.6.4:** The transit service areas, as defined in the TDP shall include target areas for the regional coordination of transit services with other service providers, e.g., Hillsborough Area Regional Transit Authority (HART) and LYNX (Central Florida Regional Transportation Authority).

**Goal 2: A Sustainable Transportation System.**

**Develop a transportation system that is consistent with Future Land Use Plans, is environmentally sustainable, and enhances the quality of life in Polk County.**

**Objective: 2.1:** Implement a transportation plan that is supportive of and consistent with land use and growth management regulations.

**Policy 2.1.1:** Ensure the 2035 MVP is consistent with local government Comprehensive Plans to the maximum extent feasible.

**Policy 2.1.2:** Coordinate with local governments on the development of Transportation Elements for local government Comprehensive Plans and provide information from the TPO's adopted 2035 MVP, for inclusion in the respective Transportation Elements.

**Policy 2.1.3:** Prepare transit-related review guidelines for use by local governments in the review of development projects including Developments of Regional Impact (DRIs). These guidelines are to include recommended development design standards that incorporate transit and pedestrian friendly design features and incentives to participate in transportation demand management (TDM) programs.



*One of the 2035 MVP goals is preserving and enhancing Polk County's high quality of life, like boating on Lake Cannon.*

**Policy 2.1.4:** Coordinate with local governments to refine the Multi-Modal Transportation LOS Standards and their application, particularly in regard to operation of intersections and access to transit services. Existing and proposed land uses in multi-modal transportation districts should have sidewalk access to a transit stop. Within these districts, appropriate transit passenger amenities, such as shelters and benches, should be required as necessary to serve proposed land uses.

**Objective 2.2:** Develop a transportation system that serves to enhance the quality of life within the community.

**Policy 2.2.1:** Seek to preserve and enhance cultural, social, recreational, and aesthetic features that exist along transportation corridors.

**Policy 2.2.2:** Encourage the development of transportation improvements that support a vibrant urban environment. Include features such as wide and shaded sidewalks, especially linking to public squares or parks that serve to connect public and private space and can foster social interaction.

**Policy 2.2.3:** Recommend as appropriate, context sensitive design solutions such as landscaping, aesthetics, shade treatments, lighting, signage, and crosswalk treatments as supported by the community in development of transportation projects.

**Policy 2.2.4:** Proposed transportation improvements shall be evaluated concerning impacts to residential neighborhoods and communities.

**Policy 2.2.5:** Support local governments in the development of design guidelines and criteria for the creation of Transit Oriented Development (TOD).

**Objective 2.3:** Develop a transportation system that avoids, minimizes, or mitigates negative impacts to the natural and man-made environment.

**Policy 2.3.1:** Minimize adverse effects of transportation improvements on important natural resources.

**Policy 2.3.2:** Use redevelopment of existing transportation infrastructure as opportunities to restore or improve the function of natural systems when practicable.

**Policy 2.3.3:** Minimize transportation system impacts on natural areas and avoid alignments that fragment environmentally sensitive features such as wildlife corridors, parks, trails, marshes, or wetlands.

**Objective 2.4:** Develop a transportation system that reduces emissions of greenhouse gases contributing to climate change.

**Policy 2.4.1:** Encourage efforts that focus on increasing the percentage of those who carpool, walk, bicycle, or work at home.

**Policy 2.4.2:** Use transportation investments, in coordination with land use planning principles that emphasize a mixed and balanced land use framework, to foster the development of a compact urban form that reduces the average number and length of daily trips.

**Goal 3: A Regional Transportation System.**

**Develop a regional multi-modal transportation system that efficiently moves people and goods, provides for seamless connections, and is coordinated across jurisdictional boundaries.**

**Objective 3.1:** Develop and implement transportation projects and strategies to facilitate efficient movement of people and goods in central Florida.

**Policy 3.1.1:** Develop criteria to identify motorized and non-motorized transportation facilities and services for regional travel. These guidelines will be used to define the regional transportation system in Polk County.

**Policy 3.1.2:** In the development of priority transportation enhancement projects, additional consideration will be given to projects that further the development of regional and local multi-use trails.



*Coordination with CSX Transportation, FDOT, and local governments will help goods and freight move efficiently. CSX line, Auburndale*

**Objective 3.2:** Develop strategies for intergovernmental coordination that strengthen the regional transportation network.

**Policy 3.2.1:** Encourage integration of transportation and land use planning at the regional level.

**Policy 3.2.2:** Through its membership in the CFMPOA, the Polk TPO will support planning, funding, and implementation of transportation projects and strategies that enhance mobility in the Central Florida region to promote economic viability and a higher quality of life.

**Policy 3.2.3:** Coordinate with the CCC and CFMPOA to provide transportation improvements that enhance access to Central Florida's major intermodal hubs and commercial activity centers to promote the region's domestic and global economic competitiveness.

**Policy 3.2.4:** The 2035 MVP will include a component that identifies proposed improvements for the regional transportation system in Polk County. At a minimum, it will include regional road, transit, and multi-use trail networks. The Polk TPO will request the CCC and CFMPOA to include this 2035 MVP component as a part of their respective regional transportation plans.

**Goal 4: Freight and Goods Movement.**

**The transportation system should be developed and maintained to support an efficient movement of freight and goods, while providing improved connectivity to major economic activity centers.**

**Objective 4.1:** Promote Polk County's economic standing in global and domestic markets by enhancing the intermodal connectivity of freight and goods movement.

**Policy 4.1.1:** Identify appropriate transportation corridors as truck routes.

**Policy 4.1.2:** Ensure truck routes provide direct access to the regional transportation system including the Strategic Intermodal System (SIS) network.

**Policy 4.1.3:** Identify facilities that enhance intermodal connectivity for freight and goods movement to and from designated freight activity centers (e.g., major distribution centers) by all modes of transportation.

**Policy 4.1.4:** Coordinate with CSX Transportation, FDOT, and local governments in identifying safe and efficient access for people and freight to the planned CSX Integrated Logistics Center (ILC) in South Winter Haven.

**Objective 4.2:** Promote transportation improvements that directly benefit freight and goods mobility in Polk County.

**Policy 4.2.1:** Identify needed transportation improvements on the truck route network that will result in more efficient and effective freight movement, and prioritize projects that address these needs.

**Policy 4.2.2:** Encourage jurisdictions to incorporate freight roadway design standards for corridors identified as truck routes (e.g., turning radii, operational improvements, re-striping).

**Policy 4.2.3:** Encourage land uses and new development that allow freight and related facilities in areas that ensure safety, economic viability, and maximum use of the transportation system.

**Policy 4.2.4:** Prioritize funding for projects that both improve the transportation infrastructure and support major economic activity centers (e.g., distribution, industrial, manufacturing).

**Goal 5: Efficient and Interconnected Transportation System.**

**Maintain an efficient transportation system by managing congestion and improving traffic flow.**

**Objective 5.1:** Implement sustainable transportation improvement projects and strategies while preserving and maximizing the existing transportation system.

**Policy 5.1.1:** The Financial Plan of the 2035 MVP shall include a set-aside of available federal/state funds for congestion management projects identified through the TPO's Congestion Management Process (CMP) that are intended to maximize the safety and efficiency of the existing transportation system, such as intersection, Intelligent Transportation Systems (ITS), supplemental resurfacing, transit, safety, bicycle, and pedestrian improvements.

**Policy 5.1.2:** The TPO shall recognize the listed road segments as "Constrained Roadways" (listed in Chapter 5). The addition of two or more through-lanes is not considered to be practical or feasible on these road segments due to physical, environmental, or policy constraints. The TPO



*Variable message signs provide traveler information to help alleviate traffic congestion. SR 60 Bartow*

will consider implementation of congestion management projects as defined in Policy 5.1.1 to improve travel conditions in these corridors.

**Policy 5.1.3:** The TPO shall recognize the most current list of “Congested Corridors” published in the CMP System Performance Report. The TPO will consider the implementation of congestion management projects as defined in Policy 5.1.1 to improve travel conditions and safety in these corridors.

**Policy 5.1.4:** To help defer or delay the need for new road projects or capacity improvements and increase measures to preserve existing roadway capacities, such as access management standards and increased connectivity for all modes of the transportation network.

**Policy 5.1.5:** Where appropriate, encourage interconnection of local and collector roadways and bicycle and pedestrian facilities between communities to create a more continuous and seamless transportation network.

**Objective 5.2:** Optimize the efficiency of the existing and planned transportation system through implementation of congestion management strategies and technologies.

**Policy 5.2.1:** Promote implementation of Transportation System Management (TSM) on congested and/or constrained roadways, including access management, incident management, ITS, intersection/geometric improvements, and traffic signal coordination.

**Policy 5.2.2:** Promote multi-modal TDM programs that help reduce SOV use during peak travel periods and VMT through the use of carpools, vanpools, and flexible work schedules.

**Policy 5.2.3:** Emphasize the consideration of multi-modal transportation improvements (bicycle, pedestrian, transit) in all major roadway projects.

**Policy 5.2.4:** Target congestion reduction near major economic activity centers, rail facilities, interchanges, and major intersections.

**Policy 5.2.5:** Utilize adopted performance measures to determine effectiveness of congestion management projects and strategies.

**Goal 6: A Safe and Secure Transportation System.**  
**Develop a transportation system that provides for the safety and security of both motorized and non-motorized travel.**

**Objective 6.1:** Increase security of the multi-modal transportation system for all users.

**Policy 6.1.1:** Coordinate with transit providers to enhance safety and security of transit vehicles, transit stops, and other major multi-modal facilities.

**Policy 6.1.2:** In conjunction with local governments and FDOT, develop a strategy to enhance security of high profile or vulnerable components of the regional transportation system.



*Increasing the safety and security for all users of the transportation system is one of the 2035 MVP's major goals.*

**Objective 6.2:** Reduce the vulnerability of the transportation network to natural hazards.

**Policy 6.2.1:** Where possible, avoid siting new public facilities and infrastructure within the 100-year special flood hazard areas as defined by the Federal Emergency Management Agency (FEMA).

**Policy 6.2.2:** Consider storm-resistant vegetation in landscaping for transportation projects.

**Policy 6.2.3:** Coordinate TPO plans with hazard mitigation efforts with federal, state, and county emergency management agencies.

**Objective 6.3:** Reduce the number of fatalities and injuries sustained on the transportation network.

**Policy 6.3.1:** Consider operational and design modifications to facilities identified as “High Crash Corridors” to reduce the number of traffic accidents and improve safety.

**Policy 6.3.2:** Encourage educational and enforcement programs that benefit roadway safety for motorists and users of transit, bicycle, and pedestrian facilities.

**Policy 6.3.3:** Consider the goals, recommendations, and emphasis areas (aggressive driving, intersection crashes, vulnerable road users, and lane departure crashes) contained in FDOT’s Strategic Highway Safety Plan (SHSP) in its transportation plans and programs.

**Objective 6.4:** Improve the ability of the transportation system to support emergency management response and recovery efforts.

**Policy 6.4.1:** Coordinate with FDOT District One ITS and local Arterial Traffic Management System (ATMS) programs to improve the ability of the transportation system to respond to incidents and recovery efforts.

**Policy 6.4.2:** Include emergency evacuation routes and considerations in the TPO transportation planning process.

**Policy 6.4.3:** Coordinate TPO plans with the state and county Comprehensive Emergency Management Plans.

**Goal 7: Economic Development and Fiscal Considerations.**

**Foster the economic vitality and global competitiveness of Polk County and Central Florida by directing resources to the development of the transportation network.**

**Objective 7.1:** Support transportation projects in Polk County that promote economic development and job growth.

**Policy 7.1.1:** Further strengthen partnerships with economic development agencies, businesses, labor, and government to promote a positive business climate.



*USF’s Polytechnic Campus will be located at I-4 and the Polk Parkway and is expected to be a major activity center served by new roads and transit routes.*

**Policy 7.1.2:** Facilitate transportation access and connectivity improvements to economically distressed areas.

**Policy 7.1.3:** Improve intermodal connectivity and access to major economic activity centers by air, freight, rail, and highway.

**Policy 7.1.4:** Seek opportunities to work with state, regional, local, and private entities in support of TOD at future planned bus/rail stations (e.g., SunRail, TBARTA, HSR).

**Policy 7.1.5:** Work with local airports to ensure adequate intermodal access and improvements necessary to sustain local economic activity and businesses that depend upon aviation facilities and services.

**Objective 7.2:** Review existing and alternative revenue sources to fund transportation improvement projects.

**Policy 7.2.1:** Explore the use of innovative funding sources for transportation projects (e.g., tolls, user fees, mobility fees).

**Policy 7.2.2:** Encourage private-public sector partnerships for investment, funding, design, ROW, construction, and operation of transportation projects such as transit stations, intermodal terminals, toll roads, and incentives for TDM programs.

**Policy 7.2.3:** Work to achieve a fair share of federal and state transportation funding for Polk County.

**Policy 7.2.4:** Encourage regional collaboration for programming, funding, and implementation of regional multi-modal projects (e.g., HSR).

**Objective 7.3:** Develop a cost-effective financial plan that identifies the revenue required for the operation and maintenance of the existing transportation system and demonstrates the consistency of proposed transportation investments with available and projected revenue.

**Policy 7.3.1:** The financial plan shall include a projection of revenue available for transportation uses from existing and proposed revenue sources.

**Policy 7.3.2:** The financial plan shall compare projected revenues and estimated costs of constructing, maintaining, and operating the existing plus planned transportation system.

**Objective 7.4:** Develop a transportation system based on fiscal stewardship that supports long-term financial stability and economic sustainability.

**Policy 7.4.1:** Benefit to cost correlations should be examined during the development of transportation projects. Projects that produce the most return for the investment should be given priority in the prioritization of future projects.

**Policy 7.4.2:** Develop and adopt a long-range financially feasible transportation plan, which is revenue constrained and is a subset of the Needs Plan.

**Goal 8: The 2035 MVP will provide a comprehensive framework for addressing future transportation needs and develop projects and priorities for implementation.**

**Objective 8.1:** The 2035 MVP shall develop, maintain, and implement a Transportation Improvement Plan (TRIP) that includes both long and short-range strategies/actions that lead to the development of an integrated multi-modal transportation system which facilitates efficient movement of people and goods.

**Policy 8.1.1:** The 2035 MVP shall address at least a 20-year planning horizon and include staged implementation identified as Phase One and Phase Two. Phase One of the adopted 2035 MVP shall be the source of candidate priority road projects.

**Policy 8.1.2:** Review and update the 2035 MVP at least every five years to confirm its validity and consistency with current and forecasted transportation and land use conditions and trends.

**Policy 8.1.3:** Proposed amendments to the 2035 MVP shall be subject to the same review and analysis as performed during a Plan update.

**Policy 8.1.4:** As part of the 2035 MVP, a Long Range Transportation Needs Plan will be developed as a precursor to a Financially Feasible Plan. This Needs Plan will not be revenue-constrained and will constitute a statement of need.

**Policy 8.1.5:** Implement a planning process that explicitly considers all applicable federal and state planning factors including those set forth by SAFETEA-LU.

**Objective 8.2:** Develop priority transportation projects for implementation through FDOT's Five-Year Work Program that are consistent with the adopted 2035 MVP.

**Policy 8.2.1:** The TPO shall annually adopt priority transportation projects, which become an input to the development of the FDOT's Five-Year Work Program. These priority projects shall include road, congestion management, transit, intermodal development, and transportation enhancement projects.

**Objective 8.3:** Implement transportation projects and strategies in a manner consistent with the goals and objectives of the adopted 2035 MVP.

**Policy 8.3.1:** Planning and development of highway projects within the Urban Transit Service Area should explicitly address the inclusion of pedestrian, bicycle, and other design features that will support development of transit services.

**Policy 8.3.2:** Maintain a process to provide for early coordination with, and assistance to, FDOT on development of road improvement alternatives, which are consistent with the adopted 2035 MVP.

**Policy 8.3.3:** In evaluating consistency of a proposed road improvement alternative with the 2035 MVP, the TPO shall consider the project definition, such as termini and number of lanes, as well as, the GOPs within the 2035 MVP.

**Objective 8.4:** Support early and continuing public involvement in the TPO transportation planning process.

**Policy 8.4.1:** Encourage active participation by the public in hearings, workshops, open houses, and through the use of newsletters, surveys, and other appropriate public involvement tools.

**Policy 8.4.2:** Ensure public meetings and hearings take place at convenient times and locations, and are accessible to all citizens, including accommodations for the transportation disadvantaged (e.g., disabled and elderly).

**Policy 8.4.3:** Utilize modern technologies, such as computer visualizations, television, internet, websites, and email to increase public awareness, education, and participation.

**Policy 8.4.4:** Communicate all information in a clear and concise manner, and ensure publications and presentations are easily understood by the general public.

**Policy 8.4.5:** Ensure that the public participation process adequately engages all stakeholders in the community, including low-income, minority, and tribal populations.