

2. Vision, Goals & Objectives

This chapter identifies and explains the vision, goals, objectives, and strategies of Sustainable Choices 2050

Duluth-Superior Long-Range Transportation Plan



Sustainable Choices 2050

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Introduction

Sustainable Choices 2050 - the MIC's long-range Metropolitan Transportation Plan (MTP) - defines an overarching vision for the future Duluth-Superior transportation system. This vision is based on community and stakeholder input and values, local data and analysis, and generally known planning perspectives. The vision guides strategic direction carried out through a performance-based transportation planning process.

Vision

Sustainable Choices 2050 is guided by the following overall vision:

Develop a community-supported multimodal transportation system that not only supports the diverse needs of people and commerce, but is also fiscally, socially, and environmentally sustainable over time.

This vision is carried forward from the 2045 MTP and is the central tenet of *Sustainable Choices 2050*. It is based on current and future needs in combination with input from the community, including input from public surveys and discussions with key stakeholders.

Goals, Objectives, & Strategies

Goals, objectives, strategies, and tactics are associated with specific actions that can be implemented to achieve the vision. For the purpose of this plan, the following definitions are used:

Goals are broad statements that define the desired results, or outcomes, needed to achieve the overall vision. They are successful endpoints an organization is striving for, and should help clarify an organization's vision. Goals are more general than objectives.

Objectives support the goals by providing additional details and defining characteristics of each one. More specifically, objectives are specific, measurable statements that are used to measure the success or failure of a plan, policy, or organization. The key word here is "measurable." A good objective should include (or lead to) the development of strategies that can be measured and tracked over time and can be used to assess alternatives. There may be multiple objectives linked to each goal.

**The Vision of
Sustainable Choices 2050
is to develop a
transportation system that:**

- Is community-supported
- Multimodal
- Supports the needs of both people and commerce
- Is fiscally, socially, and environmentally sustainable over time

Three aspects of *Sustainable Choices*

To achieve the overall concept of *Sustainable Choices*, we should ask if any new policy, project, or decision related to our regional transportation network:

- Promotes *fiscal* sustainability
- Promotes *social* sustainability
- Promotes *environmental* sustainability

Strategies and Performance Measures provide actionable ideas about how each objective may be achieved. They are actions or metrics used to assess progress toward meeting an objective – in other words, “how” to meet objectives. They can be used to compare different plans, policies or investment alternatives, as well as track actual performance over time. Strategies are not as specific as tactics or targets.

Sustainable Choices 2050 includes the five goals from 2045 MTP survey results indicating a community desire to achieve a balance among these five planning perspectives within the Duluth-Superior area transportation system, which represent basic, important aspects of a community that transportation directly and indirectly impacts. The surveys used to gather input and priorities from the public were largely developed around these five planning perspectives. *Sustainable Choices 2050* also includes 26 objectives that support the goals.

While achieving a relative balance of all five goals within all transportation projects and across the transportation network is desired, it is understood that it may not be possible or necessary to achieve this balance in every project.

Tactics and Targets

While not included within *Sustainable Choices 2050*, **tactics** — specific actions to implement strategies — and **targets** — specific levels of performance to be achieved within a defined timeframe — may also be used to measure progress over time, and both are an integral part of an implementation strategy.

Goal 1: Health of People and the Environment

Promote public health, protect and enhance the environment, and facilitate energy conservation throughout the Duluth-Superior area transportation system.

Objective 1-1

Design and maintain infrastructure across the Duluth-Superior area transportation system to support and encourage a physically active everyday routine.

Objective 1-2

Improve energy conservation related to the use and operation of the local and regional transportation system for both environmental and public health benefits.

Objective 1-3

Avoid, minimize, and/or mitigate the negative environmental impacts of the Duluth-Superior area transportation system.

Planning Perspective

It's important to protect and enhance the environment and promote energy conservation through responsible transportation system policies and design.

Ignoring these can lead to significant future costs in terms of human health, property damage, and environmental remediation.

Goal 2: Livable Communities and Equity

Develop and maintain a reliable year-round Duluth-Superior area transportation system that equitably enables people of all ages, incomes, and abilities to engage in our community's civic, economic, and social opportunities and access needed services.

Objective 2-1

Ensure that investments in the Duluth-Superior area transportation system lead to improved and reliable transportation options for people of all ages, incomes, and abilities across all modes.

Objective 2-2

Ensure early and ongoing opportunities exist for the public to engage in two-way discussion about planned or proposed transportation improvements to the Duluth-Superior area transportation system.

Objective 2-3

Appropriately scale transportation-related projects across the Duluth-Superior area transportation system.

Objective 2-4

Make information about the Duluth-Superior area transportation system available to the public in a variety of ways.

Objective 2-5

Build and maintain Duluth-Superior area transportation system infrastructure in a manner that expands and/or enhances connectivity with key community resources (e.g., schools, parks, community centers, community gardens, the lakewalk, etc.).

Planning Perspective:

A livable and equitable community is a safe and connected place where people can live independent, healthy, and meaningful lives.

These places have a diverse and resilient local economy, transportation options that access needed services, and provide opportunities and choices for people of all ages and ability to engage in the community's civic, economic, and social life.

Goal 3: Safety and Security

Ensure the safety and security of the Duluth-Superior area transportation system for all users and modes.

Objective 3-1

Ensure emergency response, disaster preparedness, risk mitigation, and other security measures are implemented and maintained across the Duluth-Superior area transportation system.

Objective 3-2

Ensure evidence-based, data-supported safety design is incorporated into transportation projects.

Objective 3-3

Improve safety for all users of the Duluth-Superior area transportation system, especially prioritizing its most vulnerable users.

Objective 3-4

Meet all adopted safety-related federal and state performance measure targets., including any transit safety targets.

Objective 3-5

Maintain Duluth-Superior area transportation system infrastructure to minimize or mitigate risk for both people and freight.

Objective 3-6

Use technology to improve the safety and security of the Duluth-Superior area transportation system.

Planning Perspective:

Continually improving the safety of the Duluth-Superior transportation system for all users and modes is obviously important.

A part of system safety is ensuring we are prepared to handle emergencies and disasters. Additionally, a well-functioning system is secure, helping people feel free from danger or fear.

Wisconsin's Strategic Highway Safety Plan (SHSP)

The following Emphasis Areas in the Wisconsin SHSP are consistent with objectives 3-2 through 3-5, and will be incorporated into the MIC's Safety Action Plan, a new planning initiative to be undertaken in 2025-2026 (see Ch.6, 'For Study Projects' on p. 59):

- Improve Safety Culture. Safety Data, Safety Technology
- Increase Occupant Protection
- Reduce Driver Distraction/ Improve Driver Alertness
- Reduce Alcohol & Drug Impaired Driving
- Improve Safety of Intersection
- Reduce Lane Departure Crashes
- Reduce the Incidence and Severity of Motorcycle Crashes
- Improve Work Zone Safety
- Improve Non-Motorist Safety
- Curb Aggressive Driving/ Reduce Speed-Related Crashes
- Improve Driver Performance (Teens, Older, and Competent)

Goal 4: Moving People and Goods

Ensure the Duluth-Superior area transportation system is developed and maintained as an integrated multimodal network that efficiently gets people and goods where they need to go.

Objective 4-1

Provide reliable and efficient travel options for the movement of people and goods across the entire Duluth-Superior area transportation system.

Objective 4-2

Address inefficiencies in the Duluth-Superior area transportation system for all modes.

Objective 4-3

Improve real-time travel across the Duluth-Superior area transportation system for all modes.

Objective 4-4

Ensure that direct travel connections between modes of transportation for people exist and are maintained across the Duluth-Superior area transportation system.

Objective 4-5

Ensure that direct travel connections between modes of transportation for goods and services exist and are maintained across the Duluth-Superior area transportation system.

Objective 4-6

Meet all adopted federal and state performance measure targets for National Highway System (NHS) infrastructure (PM2), system performance on the NHS (PM3), and transit asset management (TAM).

Planning Perspective

Ensuring that people and goods can get where they need to go is an essential purpose of a local transportation system.

Factors such as how easy it is for people and goods to move from one place to another, how well-connected primary destinations are, and ensuring all modes of transportation operate as one seamless network, are all important.

Goal 5: Economic Vitality

Develop and maintain the Duluth-Superior area transportation system to support economic productivity and competitiveness.

Objective 5-1

Ensure the Duluth-Superior area transportation system provides access to and connection between key population and employment centers.

Objective 5-2

Improve access and mobility across the Duluth-Superior area transportation system for the movement of freight.

Objective 5-3

Promote Duluth-Superior area transportation system decisions and investments that enhance the regional and global competitiveness of the Duluth-Superior Port.

Objective 5-4

Promote Duluth-Superior area transportation system decisions and investments that stimulate neighborhood and regional economic activity.

Objective 5-5

Make it easier to travel to tourist destinations and events.

Objective 5-6

Integrate existing economic development plan recommendations when making decisions about Duluth-Superior area transportation system projects.

Planning Perspective

Local and regional transportation systems are critical to a healthy economy. It is important to develop and maintain our transportation system to support economic productivity, efficiency, and competitiveness.

As visitors contribute significantly to our local economy, it is important our transportation system enhance travel and tourism.

Incorporating Strategies & Tactics

Sustainable Choices 2050 does include the federally-required performance measures (see pages 5.24-33) and uses one of them in two of the MTP project scoring metrics. While *Sustainable Choices 2050* does not specify any strategies, performance measures certainly can be used as strategies.

Strategies may be used to better achieve goals and objectives in implementing the vision of this plan. Given the wide variety of needs and project types across the transportation network, it would be impossible to generate a complete list of appropriate and useful strategies. It makes sense that project-specific strategies (and at times tactics or targets) will be generated as part of early project planning to aid in better scoping and post project progress reporting. It is anticipated that some strategies will be or be based on comments from public engagement, key stakeholder consultations, and/or the input of jurisdictional planners and engineers or consultants.

Example: Goal—> Strategy—> Tactic

Goal 5

Develop and maintain the Duluth-Superior area transportation system to support economic productivity and competitiveness.

Objective 5-1: Ensure the Duluth-Superior area transportation system provides access to and connection between key population and employment centers.

- **Strategy 1a:** Ensure consistent transit route options exist in all primary neighborhoods.
- **Strategy 1b:** Ensure consistent transit route options exist for all primary employment centers or employers.
- **Strategy 1c:** Ensure transit options exist to and from key employment centers or employers at times that allow employees to arrive before common shifts and use transit following common shift end times.

Tactic 1c-1: Ensure DTA bus route 8 includes at least one service leaving the Miller Hill Mall after 11:15 PM.

Tactic 1c-2: Same as c-1 for DTA bus route 5.