Definitions: Goals, Objectives, and Measures of Effectiveness

The MD 355 project goals are broad, outcome-oriented statements that reflect project priorities and the project’s intended end results.

Objectives are specific, measurable steps that will support achievement of the project goals.

Measures of Effectiveness (MOEs) represent measures that are tied to each objective and can be used to empirically assess and compare the MD 355 Alternatives.
Goal 1: Provide an appealing, functional, and high quality transit service

Goal 2: Improve mobility opportunities, accessibility, and transportation choices for all

Goal 3: Support master planned development

Goal 4: Support sustainable and cost effective transportation solutions

These build upon the goals identified in the Preliminary Purpose and Need Document developed during the Phase 1 study.
Goal 1: Provide an appealing, functional, and high quality transit service

Objective 1a: Make bus trips faster and more competitive with automobile travel time
- Transit travel time between key destinations
- BRT travel time versus local bus travel time
- BRT travel time versus automobile travel time

Objective 1b: Improve transit quality and level of service in the corridor
- Corridor transit travel time reliability
- Improvement in passenger amenities
- Guideway placement usability and consistency
- Bus operations usability and consistency

Objective 1c: Increase transit ridership and mode share within and along the corridor
- Total daily ridership along the corridor
- Boardings by BRT station
- New transit riders along the corridor
- Transit mode share along the corridor
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Goal 2:
Improve mobility opportunities, accessibility, and transportation choices for all

Objective 2a:
Make the most productive use of the roadway capacity
- Daily person throughput
- Job and activity center accessibility for corridor residents
- Households’ accessibility to jobs and activity centers on corridor
- Number of households within ½ mile of a BRT station

Objective 2b:
Provide improved accessibility to jobs and activity centers for corridor residents and those coming to the corridor
- Job and activity center accessibility for corridor residents
- Households’ accessibility to jobs and activity centers on corridor
- Number of households within ½ mile of a BRT station

Objective 2c:
Balance the mobility needs of automobiles, trucks, and transit users
- Number of LOS E or F (highly congested) miles on corridor
- Person hours of delay on corridor
- Corridor intersection congestion and operations

Objective 2d:
Enhance pedestrian and bicycle connections and options in the corridor
- Miles of new or rebuilt sidewalks within ¼ mile of corridor
- Miles of new or rebuilt bicycle facilities within ¼ mile of corridor

Objective 2e:
Improve transit services for underserved populations
- Accessibility to activity centers for underserved populations
- Proximity of underserved populations to new BRT stations
Goal 3: Support master planned development

Objective 3a: Increase trips by transit to the master planned developments

Objective 3b: Select station locations that support infill and redevelopment

Objective 3c: Increase economic activity within the corridor

Change in transit ridership to master planned developments

Trips on corridor by modes other than driving alone

Potential to catalyze development along the corridor
### Project Goals, Objectives, and Measures of Effectiveness

**Goal 4: Support sustainable and cost effective transportation solutions**

#### Objective 4a: Minimize environmental impacts
- Number of parks and acres of parkland affected
- Number of archaeological and historic sites affected
- Streams, wetlands, and floodplains affected
- Acres of forests and number of rare species affected
- Number of properties affected by hazardous materials
- Change in air quality

#### Objective 4b: Minimize impacts to private property
- Number of acres impacted
- Number of displacements
- Impacts on driveways, retaining walls, and surface parking

#### Objective 4c: Minimize cost of building and operating transportation services
- Total, per mile, and per rider capital cost
- Total annual operating and maintenance costs
- Operating and maintenance costs per rider
- Total annualized capital and operating cost per rider