

Northwest Multimodal Transportation Corridor Concept Plan: Goals and Objectives

- Improve multi-modal transit options
 - Improve transit frequency
 - Improve travel time and reliability
 - Provide convenient transit connections that minimize the need to transfer
 - Increase transit ridership and mode share in the corridor via service that is comfortable, pleasant and easy to use
 - Improve access for people walking and bicycling to transit
 - Improve the safety of pedestrians and bicyclists accessing transit, traveling in and along the corridor, and crossing the corridor
 - Utilize a desirable, fiscally responsible transit vehicle technology
 - Reduce or at most maintain traffic congestion levels faced by motorists

- Support private investment as well as economic development, revitalization and land use redevelopment opportunities for the corridor
 - Support development and redevelopment as planned in other adopted planning and transit plans
 - Coordinate transit stops and other improvements with other planned and programmed pedestrian and bicycle projects
 - Support commerce's worker productivity and its business aims
 - Coordinate transit capital improvements with other planned and programmed roadway projects in a way that allows buses to safely re-join traffic
 - Minimize adverse impacts to existing businesses and industry
 - Support community vision for high capacity transit that includes feeder bus services that connect the corridor's stops to districts and key developments

- Enhance quality of life and livability
 - Improve the safety of all users of the system for all modes of travel
 - Connect travel options to healthy community improvement
 - Maintain the cleanliness and good repair of transportation infrastructure
 - Prioritize transportation projects that enable active, livable, healthy communities
 - Use transportation infrastructure to help create attractive communities
 - New projects should respect the character of the corridor, neighborhoods and adjacent land uses

- Educate leaders and the business community about benefits of improved multimodal options
 - Increase awareness of the economic, health, safety and other opportunities
 - Connect multimodal understanding to the next steps toward its achievement
 - Foster better awareness of bus rapid transit (BRT) and its use in the U.S.
 - Cultivate an understanding of intermodalism
 - Increase awareness of various type of barriers