CHAPTER SIX
STEP GOALS AND OBJECTIVES

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Chapter 6
STEP Goals and Objectives

Mission:

The S.T.E.P. Advisory Committee, comprising representatives of public and private organizations of Sarasota County, is a future-oriented committee established to enhance mobility for individuals within the community.

INTRODUCTION

The identification of goals and objectives for a transportation system is a fundamental step in the development of community transportation enhancements. This chapter summarizes the policy issues and system needs identified through research and public involvement activities carried out in the STEP process. Input from the public was obtained through information provided from the STEP Advisory Committee, a survey of more than 400 agencies, organizations and groups providing services to Sarasota County residents and visitors, and discussion groups with individuals representing the faith-based community, agencies serving youth, and members of the Transportation Disadvantaged Coordinating Board. In addition, public meetings related to transportation needs and priorities were held in the City of North Port, the Englewood community, and in the City of Sarasota. The issues highlighted during these activities form the basis for the proposed goals for the Sarasota Transportation Enhancement Plan, as well as the SCAT fixed-route bus system and the Sarasota County Transportation Disadvantaged program. In addition, these goals were supplemented by an examination of existing transportation-related policies assembled from the Sarasota County Comprehensive Plan, surveys of transit and paratransit passengers, and a survey of SCAT and CTC vehicle operators. Strategic initiatives designed to accomplish the STEP goals are included in Chapter 9 in the form of STEP recommendations.

STEP Goals

The proposed STEP goals are the result of an approach designed to solicit input from an array of community interests. As previously mentioned, information gathered through interviews, surveys, data analysis were incorporated into the STEP goals and objectives presented herein.
The proposed goals focus on six interrelated issue areas important to the design and implementation of a comprehensive mobility network that provides for community and individual transportation needs. These include:

- The role of community awareness in the development of a balanced, multi-modal transportation system;
- Need for public policies that support a balanced transportation system;
- Creation of an integrated, countywide, multi-modal transportation system;
- Identification and resolution of mobility needs of underserved populations;
- Development of transit designs that are in concert with social, physical, and cultural environment; and
- Need for dedicated funding for transportation enhancements.

Table 6-1 presents the proposed goals along with their corresponding policy objectives. Each policy objective outlined in the table addresses, in a broad policy context, actions to be taken in order to achieve the stated goal. As mentioned previously, specific strategic initiatives designed to accomplish the STEP goals are presented in Chapter 9 in the form of STEP recommendations.

**Goal 1**: Increase community awareness of transportation alternatives in relation to the stated need for a balanced multi-modal transportation system.

This goal focuses on the importance of community awareness regarding the need for a balanced, multi-modal transportation system in Sarasota County. The policy objectives associated with this goal address activities designed to increase community awareness of the transportation issues outlined in the STEP. These activities include educational outreach activities, the implementation of a media campaign to reinforce outreach efforts, and the regular distribution of publications such as newsletters and press releases to supplement community outreach activities.

**Goal 2**: Recommend public policies that support a balanced multi-modal transportation system.

Goal 2 recognizes the importance of translating community awareness into public policies that provide support and implementation infrastructure for the development of a balanced multi-
modal transportation network in Sarasota County. The objectives associated with this goal extend educational outreach activities to decision-makers and community leaders, as well as the public. Another major component of this goal is to provide assistance to decision-makers in the development of policies that promote and support multi-modal, sustainable transportation solutions.

Goal 3: **Address the mobility needs of the underserved populations and recommend solutions to meet those needs.**

In the development of a balanced multi-modal transportation system that attempts to meet both individual and community mobility needs, it is necessary to identify and address the mobility needs of underserved populations. Goal 3 and its associated objectives seek to fill this gap by promoting activities designed to identify underserved populations. In addition, the objectives of this goal also stress the importance of increasing opportunities for underserved population to use existing transportation programs and systems for their mobility needs. Finally, this goal also calls for the development of new transportation programs specifically designed to address the mobility needs of underserved populations that cannot be met by existing transportation programs.

Goal 4: **Create an integrated, countywide, multi-modal transportation system that provides links to the larger metropolitan community.**

Goal 4 builds on the efforts outlined in the previous goal by providing implementable activities designed to provide the foundation for an integrated, countywide, multi-modal transportation system. The objectives developed to accomplish this goal call for the development of a plan for development of a comprehensive mobility network that is coordinated by a single agency/operation. An important component in the concept of a comprehensive mobility network is a centralized information and referral center that provides trip planning assistance. This goal also calls for the development of an Intelligent Transportation System (ITS) plan for the review and application of technologies necessary for the creation of an integrated, countywide, multi-modal transportation system.
Goal 5: Promote future-oriented transit designs coordinated with the local environment, land uses, and surface transportation systems.

Goal 5 acknowledges the importance of preserving the natural environment in Sarasota County. Toward this end, this goal’s objectives focus on the provision of infrastructure and amenities that will facilitate greater use of environment friendly transportation alternatives to the personal vehicle. Infrastructure that encourages use of transit and non-motorized forms of transport include sidewalks, curb cuts, and bike lanes and shoulders. The objectives also call for the installation of passenger amenities at bus stops and transfer centers to increase passenger comfort, such as benches, shelters, passenger information, and telephones. Finally, the objectives associated with this goal advocate collaboration with local municipalities and neighboring counties in the development of transportation alternatives that are consistent with community goals and values.

Goal 6: Secure funding sources dedicated to the enhancement of mobility within the community.

The sixth and final STEP goal focuses most importantly on the long-term financial feasibility of the comprehensive mobility network envisioned in the STEP. Toward this end, the objectives of this goal seek to secure a funding source dedicated to the enhancement of mobility in the community. In addition, the objectives call for increased local financial support for transportation services designed to improve mobility for underserved populations. Finally, the importance of innovative public/private partnerships is highlighted in relation to the funding and implementation of an integrated countywide, multi-modal transportation system.

The goals and policy objectives presented in this chapter reflect the strategic focus of the STEP and are purposely designed to address the broad concepts transportation enhancement that were identified throughout the STEP process. It is envisioned that these goals and objectives will provide the framework for the implementation of the STEP recommendations designed to begin the process of creating a comprehensive mobility network in the community.
### Table 6-1
STEP Goals and Objectives

<table>
<thead>
<tr>
<th>Goal 1</th>
<th>Increase community awareness of transportation alternatives in relation to the stated need for a balanced multi-modal transportation system.</th>
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<tbody>
<tr>
<td></td>
<td>• Conduct educational outreach activities related to transportation issues.</td>
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<td></td>
<td>• Implement a media campaign to reinforce outreach activities.</td>
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<td></td>
<td>• Distribute periodic publications, such as newsletters and press releases, that reinforce educational outreach campaign.</td>
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<tr>
<td>Goal 2</td>
<td>Recommend public policies that support a balanced multi-modal transportation system.</td>
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<td>• Inform decision-makers, community leaders, and the public about transportation needs and issues.</td>
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<td>• Assist decision-makers in developing policies that promote multi-modal, sustainable transportation solutions.</td>
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<tr>
<td>Goal 3</td>
<td>Address the mobility needs of the underserved populations and recommend solutions to meet those needs.</td>
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<tr>
<td></td>
<td>• Identify underserved populations in Sarasota County, including children, elderly, and other special needs groups.</td>
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<td>• Identify opportunities and initiatives designed to meet the mobility needs of underserved populations by maximizing use of existing transportation resources.</td>
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<td>• Identify methods to improve the existing transportation system to increase its use by underserved populations.</td>
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<td></td>
<td>• Develop new transportation programs as needed to help meet the mobility needs of underserved populations.</td>
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<tr>
<td>Goal 4</td>
<td>Create an integrated, countywide, multi-modal transportation system that provides links to the larger metropolitan community.</td>
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<td>• Develop a plan to create a multi-modal transportation system that links together to provide a fluid transportation system benefiting the entire community.</td>
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<td>• Promote the development of a multi-modal transportation system that is coordinated by a single agency/operation.</td>
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<td></td>
<td>• Promote the establishment of a centralized information and referral center to provide trip planning assistance to agencies, organizations, and members of the general public.</td>
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<td></td>
<td>• Develop an Intelligent Transportation Systems (ITS) plan that reviews technology applications necessary to facilitate the implementation of an integrated, countywide multi-modal transportation system.</td>
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<td>• Implement adopted ITS plan for Sarasota County.</td>
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Sarasota County Comprehensive Plan Transit-Related Goals

Prior to developing the STEP goals and objective, transit-related goals, objectives, and policies identified in other plans and documents were also reviewed. The transit-related goals contained in the Sarasota County Comprehensive Plan are provided below.

**GOAL 1**

It shall be the Goal of Sarasota County to develop and maintain a safe, convenient, efficient transportation system which: recognizes present need; reflects the Future Land Use Plan and the plans of adjacent jurisdictions; provides for an affordable balance of alternative transportation modes; provides for safe, efficient intermodal transportation linkages; and respects the integrity of environmentally sensitive areas. (RU-34, Ord. 97-065, July 8, 1997)

**Traffic Circulation Sub-Element**

**Objective 1.1**

Development of a future thoroughfare system, consistent with the adopted Future Thoroughfare Plan and Maps, proposed population densities, housing and employment
patterns, and land uses, shall be based on the Future Land Use Plan and coordinated with the plans of adjacent jurisdictions. (RU-34, Ord. 97-065, July 8, 1997)

**Objective 1.2**
Sarasota County shall provide for the protection and acquisition of existing and future rights-of-way including mass transit rights-of-way and exclusive mass transit corridors. (RU-34, Ord. 97-065, July 8, 1997)

**Objective 1.3**
Sarasota County shall provide for a safe, convenient and energy efficient multi-modal transportation system. (RU-34, Ord 97-065, July 8, 1997)

**Objective 1.4**
The Transportation Plan shall enable County residents the opportunity to live and travel utilizing an integrated, intermodal transportation system. (RU-34, Ord. 97-065, July 8, 1997)

**Objective 1.5**
All traffic circulation plans and programs, as well as aviation, port and rail plans and programs, shall be coordinated with the plans and programs of the State, the Region, the local Metropolitan Planning Organization and other local jurisdictions. (RU-34, Ord. 97-065, July 8, 1997)

**Objective 1.6**
Existing neighborhood environments, their cohesion, and integrity, shall be specifically considered in the development of the Year 2020 Future Thoroughfare Plan, and in individual roadway projects. (RU-34, Ord. 97-065, July 8, 1997)

**Objective 1.7**
Consider the aesthetics of roadway corridors in the development of roadway projects.

**Public Transit Sub-Element  Sarasota County Area Transit (SCAT)**

**GOAL 2**

It shall be the goal of Sarasota County to provide public transit services within a framework of available finances which provide a safe, convenient and economically efficient alternative transportation for current and potential transit service users. (RU-34, Ord. 97-065, July 8, 1997)

**Objective 2.1**
To provide by the year 2005 public transit service levels, as measured by vehicle hours, that at minimum match the percentage of growth in county population from January 1995 to January 2005 and that at a minimum approximate the level of service found in other counties with similar population. (RU-34, Ord. 97-06S, July 8, 1997)

**Objective 2.2**
To maintain a formal method of evaluating route performance. (RU-34, Ord. 97-06S, July 8, 1997)

**GOAL 3**

To provide and enhance public transit services consistent with: the identified needs of the County's population, the constraints of the road network, and the prevailing urban land use patterns of the County. To coordinate public transit services with affected County departments, State programs and initiatives, State and Metropolitan planning activities and local jurisdictions in a manner that provides a stable and effective public transit service in Sarasota County. (RU-34, Ord. 97-06S, July 8, 1997)

**Objective 3.1**
To continue and improve coordination of public transportation service to both the general public and the special needs of the transportation disadvantaged with adjacent communities, the Community Transportation Coordinator, the Sarasota County Transportation Disadvantaged Coordinating Board, other transportation providers, the Florida Department of Transportation and the Sarasota-Manatee Metropolitan Planning Organization. (RU-34, Ord. 97-06S, July 8, 1997)

**Objective 3.2**
To coordinate land use planning and land development based upon existing major trip generators or attractors, safe and convenient transit terminals with the provision of public transit service. (RU-34, Ord. 97-06S, July 8, 1997)

**Objective 3.3**
To investigate and consider implementing alternative programs to fund public transit. (RU-34, Ord. 97-06S, July 8, 1997)

**Port and Rail Sub-Element**

**GOAL 9**

It shall be the Goal of Sarasota County to develop and maintain an environmentally sensitive
transportation system which provides safe, convenient, and efficient travel through an affordable balance through the development of alternative transportation modes, the coordination with desired land use practices, and the coordination with adjacent communities. (Renumbered by RU-34, Ord. 97-065, July 8, 1997)

**Objective 9.1**
To continue, through the year 2020, to rely upon existing regional ports to serve the needs of Sarasota County's residents. (RU-34, Ord. 97-065, July 8, 1997)

**Objective 9.2**
To encourage the use of rail lines as an alternative means of transporting passengers and freight. (Renumbered by RU-34, Ord. 97-065, July 8, 1997)