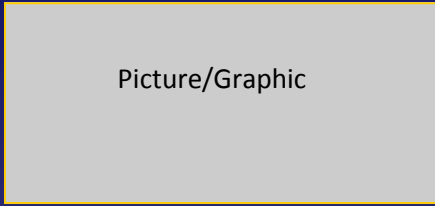


GOALS

1. Economic Vitality



- 2. Safety
- 3. Security
- 4. Access & Mobility
- 5. Environmental Protection
- 6. Network Integration
- 7. Efficient Operations & Maintenance
- 8. System Preservation
- 9. Public Involvement

Goal 1: Economic Vitality

Develop and maintain the Duluth-Superior transportation system in ways that support economic productivity, efficiency and competitiveness.

Objective 1: Increase Freight Activity

Increase interregional freight activities in the Twin Ports across all modes of transportation (truck, rail, air and water).

Strategies to Accomplish Objective 1

Promote recommendations from previous studies; revisit & update (Freight Study, Port Land Use Plan, Metro Rail Plan, & Airport Land Use Study).

Assist jurisdictions in finding ways to incentivize new freight business ventures.

Advocate for harmonization of national and state regulations (e.g. weight limits, ballast water regulations, etc.)

Work with local entities to identify promising innovations for local freight industries.

Objective 2: Increase Passenger Trips

Increase the number of passenger trips to and from Duluth-Superior metro area.

Strategies to Accomplish Objective 2

Support the local airports in efforts to improve options and incentives for passengers.

Engage regional transit agencies in coordinating efforts to improve ridership.

Advocate for passenger rail service to/from the Twin Cities.

Assist jurisdictions in planning for rail connections.

MAKING THE PORTS A PRIORITY

Shipping is an important part of the NE Minnesota's and NW Wisconsin's regional economy, past studies have shown the Duluth and Superior ports to have an annual economic impact in excess of \$200 million. Because of the ports local and regional economic significance, carrying out activities to help strengthen the competitiveness of the ports is a high priority for the MIC.



Ship at port in the Duluth harbor.

Objective 3: Increase Transit to Employment Centers

Increase transit options to and from employment centers in the Duluth-Superior metro.

Strategies to Accomplish Objective 3

Identify and inventory areas suitable for Park & Ride lots.

Identify emerging employment centers and assess adjacent transit routes.

Inform businesses of [Commuter Choice](#) and similar programs.

Survey businesses and transit riders to determine unmet needs.

Objective 4: Improve tourist movement

Improve tourist movement between tourist districts and local business districts.

Strategies to Accomplish Objective 4

Continue to promote recommendations of Duluth Downtown Modal Connections study.

Advocate for further implementation of the Wayfinding Plan.

Maintain updated sidewalk inventories; recommend improvements.

Maintain bike route sign inventories; recommend improvements.

GOALS

1. Economic Vitality
2. Safety



3. Security
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Goal 2: Safety

Improve and increase the safety of the Duluth-Superior transportation system.

Objective 1: Reduce Automobile Crashes

Reduce all auto crashes in the Duluth-Superior area, especially those resulting in injuries or fatalities.

Strategies to Accomplish Objective 1

Ensure safety planning efforts are consistent with the policies and objectives of MN and WI State Highway Safety Plans.

Use crash data to identify problematic locations - recommend appropriate improvements.

Conduct regular TSM assessment of network – maintain database.

Ensure every study or plan includes analysis of safety factors.

Review proposed transportation projects to weigh in on potential safety improvements.

Assist regional initiatives to increase safety education and enforcement efforts (e.g. Towards Zero Deaths, MN Safe Communities Coalition).

Objective 2: Reduce Bike and Pedestrian Accidents

Reduce crashes involving pedestrians and cyclists in the Duluth-Superior area.

Strategies to Accomplish Objective 1

Include bike/ped-specific analysis during regular TSM assessment and maintain a database.

Identify and study important, high volume pedestrian & bicycle corridors in the MIC area.

Advocate for jurisdictions to maintain visibility of pavement markings, signage and signals.

Promote recommendations of Safe Routes to School

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plans.

Facilitate coordination among jurisdictions and business to add missing sidewalk links and improve accessibility.

Promote local ped/bike safety education and “Share the Road” initiatives.

Objective 3: Reduce Conflicts at Rail Crossings

Reduce conflicts at rail crossings in the Duluth-Superior area.

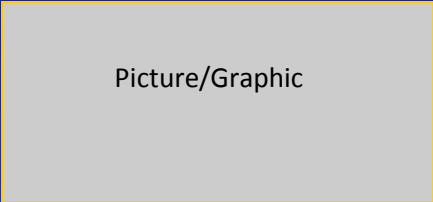
Strategies to Accomplish Objective 1

Inventory rail crossings and characteristics.

Study traffic volumes, daily train trips, and crash exposure ratings; recommend improvements.

GOALS

1. Economic Vitality
2. Safety
3. Security



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Goal 3: Transportation Security

Improve and increase the security of the Duluth-Superior transportation system.

Objective 1: Ensure the security of highways and bridges

Assist jurisdictions in ensuring the security of highways and bridges.

Strategies to accomplish objective 1

Work with jurisdictions to identify and address potential security issues for the Duluth-Superior transportation system.

Promote highway projects that would improve the security of metro roads and bridges.

Advocate and promote further development of bi-state surveillance cameras linked to the [Duluth TOCC](#).

Objective 2: Ensure security of non-highway transportation facilities

Assist local transportation authorities in ensuring the security of port, airport, railroad and transit facilities.

Strategies to accomplish objective 2

Work with local transportation authorities to identify and address potential security issues for the Duluth-Superior transportation system.

Work with jurisdictions to ensure compliance with Homeland Security regulations.

Promote transportation projects that would improve the security of the transportation facilities.

Objective 3: Ensure effective emergency response

Assist in ensuring an effective, coordinated emergency response to incidents.

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Strategies to accomplish objective 3

Conduct a multimodal assessment of emergency-response readiness for the metropolitan transportation system.

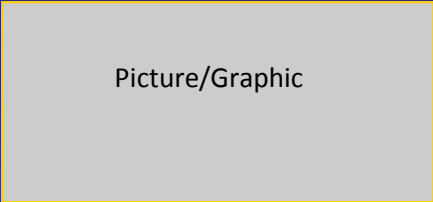
Update and maintain a contact list of security liaisons for area port, airport and rail agencies.

Work with local transportation agencies and emergency responders to ensure coordination among incident management plans.

Promote expansion of local Intelligent Transportation Systems (ITS) facilities in the Duluth-Superior metro.

GOALS

1. Economic Vitality
2. Safety
3. Security
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Goal 4: Access & Mobility

Develop and maintain the Duluth-Superior transportation system in ways that increase accessibility and mobility.

Objective 1: Improve sidewalk connections

Decrease gaps or barriers in sidewalk networks throughout the metro area.

Strategies to help objective 1

Conduct updated sidewalk inventories for jurisdictions.

Identify priority sidewalk links either missing or in disrepair.

Advocate for sidewalk improvements to be included in roadway projects.

Promote design features that make it easier for pedestrians to cross the street.

Objective 2: Improve arterial and collector networks

Reduce missing links in the network of arterial and collector roads; ensure arterial and collectors operate at acceptable levels of service.

Strategies to accomplish objective 2

Utilize traffic modeling to identify the need for improved connections.

Identify and prioritize locations of failing capacity via traffic modeling and [TSM](#) analyses.

Promote projects that improve arterial and collector connections.

Objective 3: Improve ADA compliance

Increase the number of area transportation facilities compliant with standards established by the American with Disabilities Act (ADA).

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Strategies to accomplish objective 3

Use sidewalk inventories to identify the presence/absence of ADA compliance.

Advocate that ADA design features be included in street improvement projects.

Assess ADA compliance of downtown Skywalk system and paved trail networks.

Objective 4: Increase transit options

Increase transit opportunities and accessibility to more places.

Strategies to accomplish objective 4

Promote the recommendations of the Human Services Coordinated Transportation Plan.

Promote establishment of Park & Ride lots.

Inform businesses of Commuter Choice and similar programs.

Survey businesses and transit riders to determine unmet needs.

Assist DTA in studying route efficiency.

Objective 5: Avoid barriers to other modes

Ensure that facilities for one mode of transportation do not create barriers for the access or mobility of other modes.

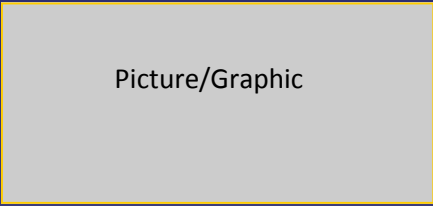
Strategies to accomplish objective 5

Use individual plans and studies to assess needs across all modes of transportation.

Request for the MIC to have timely review of the site designs for upcoming development projects; advocate for accessibility and connectivity.

GOALS

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Goal 5: Environmental Protection

Protect and enhance the environment through responsible and compatible transportation projects.

Objective 1: Reduce negative environmental impacts

Reduce transportation impacts on air and water quality; ensure transportation projects are compatible with ecological processes.

Strategies to accomplish objective 1

Help ensure that projects meet [NEPTA](#) and [CAAA](#) standards.

Promote projects that minimize traffic congestion and emissions.

Promote efforts to increase transit ridership in the Twin Ports.

Promote projects that incorporate design features to mitigate stormwater runoff.

Promote projects that minimize additional impervious surfaces.

Research de-icing strategies and technologies to minimize the impact of road salt.

Objective 2: Reduce negative social impacts

Ensure transportation projects are “context sensitive,” compatible with the cultural features of an area, and consistent with local comprehensive plans.

Strategies to accomplish objective 2

Request MIC review of site designs for upcoming development projects.

Educate and advocate for the inclusion of “[Complete Streets](#)” principals in local projects.

Promote awareness of local transportation issues and

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provide educational opportunities for decision makers and the public.

Work with jurisdictions to ensure projects adhere to Environmental Justice requirements.

Objective 3: Avoid low-density expansion

Increase the number of transportation projects that address existing development centers, promote density and reduce the need to expand transportation facilities.

Strategies to accomplish objective 3

Advocate for jurisdictions to exercise Smart Growth principals in their communities.

Promote the policies and recommendations of the [DUAGIS study](#).

Conduct a growth impact study for the Superior urbanized area.

Objective 4: Improve energy conservation

Increase the number of projects that promote energy conservation and incorporate design features aimed at increasing local and regional sustainability.

Strategies to accomplish objective 4

Work with jurisdictions to identify growth areas; develop strategies to share revenues.

Identify key corridors to improve signal operations and reduce fuel consumption.

Research “green” transportation strategies or technologies relevant to MIC area.

GOALS

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5. Environmental Protection

6. Network Integration



7. Efficient Operations & Maintenance
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9. Public Involvement

Goal 6: Network Integration

Integrating transportation facilities to provide effective transfer of people and goods from one mode of transportation to another.

Objective 1: Increase intermodal facilities for people.

Increase the number of intermodal facilities in the area for transferring people between modes (e.g. multimodal terminals, park & ride lots, bike stations).

Strategies to accomplish objective 1

Assist the DTA in establishing a new multimodal downtown transit terminal.

Promote the recommendations of the Downtown Modal Connections Study.

Advocate for stronger transit connections to area airports.

Identify and inventory areas suitable for Park & Ride lots.

Promote striping of bike lanes on key bike routes, installing bike racks, and establishing bike stations.

Objective 2: Increase intermodal facilities for freight.

Increase the number of intermodal facilities in the area for transferring freight between modes (e.g. rail-to-truck facilities).

Strategies to accomplish objective 2

Promote recommendations of the NE MN—NW WI Freight Study.

Work with area businesses to identify needs.

Identify and inventory suitable locations for multimodal facilities.

Assist jurisdictions in finding and applying for funds

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available for multimodal improvements.

Objective 3: Implement Complete Street principals.

Increase the number of roadway projects that incorporate Complete Streets principals.

Strategies to accomplish objective 3

Continue to promote and advocate the [Complete Streets initiative](http://www.completestreets.org) (<http://www.completestreets.org>).

Advocate for jurisdictions to adjust local ordinances to support Complete Streets designs.

Adjust project scoring criteria to promote projects that include Complete Streets principals.

Adjust project scoring criteria to promote projects that include Complete Streets principals.

GOALS

1. Economic Vitality
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5. Environmental Protection
6. Network Integration
7. **Efficient Operations & Maintenance**
8. System Preservation
9. Public Involvement



Goal 7: Efficient Operations & Maintenance

Ensure the efficient operation and maintenance of the transportation system to optimize the movement of people and goods throughout the metro area.

Objective 1: Ensure efficient traffic operations

Reduce the number of locations on the road network that experience congestion or delay.

Strategies to accomplish objective 1

Use traffic modeling to identify and prioritize locations of failing capacity.

Use regular [TSM](#) assessment to help prioritize locations with failing or poor capacity.

Conduct corridor studies of priority roadways; promote recommendations.

Research congestion management techniques and recommend appropriate strategies.

Objective 2: Reduce intermodal conflicts

Reduce the numbers of operational conflicts between modes.

Strategies to accomplish objective 2

Request the MIC have timely review of site plans for new developments.

Promote roadway designs that improve the pedestrians and cyclist crossings.

Continue to advocate for providing signal prioritization to DTA buses.

Promote recommendations from NE MN/NW WI Freight Study, Rail Study and Airport Land Use Plan.

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Objective 3: Ensure operational preparedness

Ensure efficient and effective operation of the area transportation system during unusual traffic events and/or emergency responses.

Strategies to accomplish objective 3

Promote the expansion of [ITS](#) and [TOC](#) technologies in Duluth-Superior metro.

Work with local emergency responders to ensure coordinated incident management plans.

Objective 4: Ensure effective transit operation

Ensure efficient and reliable operation of transit services in the Duluth-Superior area.

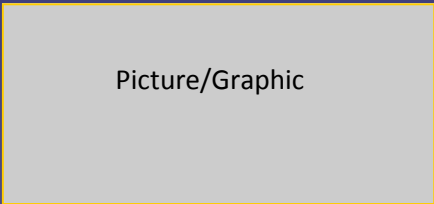
Strategies to accomplish objective 4

Assist the DTA in conducting route and ridership studies to identify where and how to adjust service to improve specific routes.

Assist the DTA with securing funding for converting more of fleet to hybrid buses.

GOALS

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9. Public Involvement

Goal 8: System Preservation

Preserve existing infrastructure, ensure transportation facilities are used optimally, and limited financial resources are applied most effectively.

Objective 1: Ensure longevity of infrastructure

Increase the functional lifespan of existing infrastructure and ensure new infrastructure is built and maintained to provide the longest functional lifespan.

Strategies to accomplish objective 1

Maintain communication with jurisdictions about project engineering and timeframes.

Work with jurisdictions to coordinate the timing of transportation projects.

Use TIP scoring criteria to prioritize preservation projects.

Promote Access Management strategies to prevent avoidable improvement projects.

Assist jurisdictions in identifying low-cost strategies (e.g. alternative striping) to improve road function and avoid unnecessary reconstruction.

Use regular studies, modeling and TSM assessments to identify future capacity needs.

Objective 2: Optimize investments

Direct funding to projects that address the greatest needs and promise the greatest return on investments.

Strategies to accomplish objective 2

Gather pavement quality data, [ADT](#) counts and other performance measures.

Use studies, modeling and TSM assessments to identify safety and capacity needs.

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Use TIP scoring criteria to prioritize projects with the highest benefits-to-cost ratios.

Objective 3: Constrain network expansion

Constrain the number of roadway expansion projects to those that are most necessary and serve the greatest number of users.

Strategies to accomplish objective 3

Encourage jurisdictions to pursue higher land use densities and reduce the need for expanded transportation facilities.

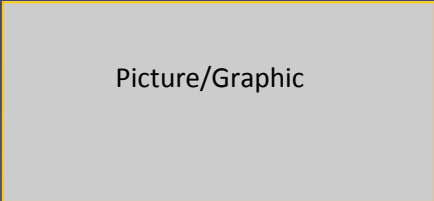
Use traffic modeling and TSM assessments to identify and prioritize capacity needs.

Identify and recommend low-cost strategies (e.g. alternative striping) where expensive reconstruction can be avoided.

Use TIP scoring criteria to promote preservation over expansion projects.

GOALS

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9. **Public Involvement**



Goal 9: Public Participation

Maintain a planning process that is committed to coordination and public involvement, and is responsive to the needs and interests of all residents, stakeholder groups and public agencies.

Objective 1: Successful coordination

Ensure successful coordination among jurisdictions and other local entities.

Strategies to accomplish objective 1

Identify all stakeholder groups relevant to any MIC study or plan.

Form diverse steering committees to provide additional expertise for planning activities.

Stay abreast of jurisdictional plans and planning activities; communicate to other jurisdictions.

Objective 2: Ensure environmental justice

Ensure that MIC activities remain consistent with federal Environmental Justice requirements.

Strategies to accomplish objective 2

Identify areas of minority and low-income populations in the MIC area.

Proactively engage all stakeholder groups to identify potential issues early in planning activities.

Provide outreach to communities potentially affected by planning activities to insure a significant and timely exchange of information.

Objective 3: Provide opportunities for involvement

Provide ample opportunities for the public to access information, become involved, and provide input on transportation decisions.

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Strategies to accomplish objective 3

Seek public involvement at the start of all planning projects and keep all participants regularly informed throughout, offering them additional ways to continue their involvement.

Continue to follow procedures established in the MIC Public Participation Plan.

Notify local media outlets early on in planning activities and follow up with timely press releases.

Use the MIC website to advertise all ways people can get involved.

Objective 4: Increase public interest

Increase public interest in the MIC's activities and improve the public's understanding of the MIC and how it makes transportation decisions.

Strategies to accomplish objective 4

Send out press releases to local media outlets to inform them of MIC activities.

Keep the MIC website current with updated information relevant to public concerns and interests.

Offer an online "news alert" mailing list for which people can sign-up or opt-out of.

Showcase past MIC projects that have successfully incorporated extensive public involvement.