

Project Goals and Objectives

Goal 1 – Improve Mobility and Access Within the Study Area:

Objective 1A: Provide transportation choices for employees, area residents, students, and visitors to the Downtown and University of Alabama-Birmingham (UAB) areas.

Objective 1B: Connect major transit trip origin and destination points with enhanced transit services.

Objective 1C: Increase transit ridership.

Objective 1D: Maintain or enhance transit services for the transit-dependent.

Goal 2 – Support Local Economic Development Initiatives:

Objective 2A: Support development plans as outlined in the City Center, UAB, and Civic Center Master Plans.

Objective 2B: Spur additional new development that reinforces the City Center and UAB as economic engines for the region.

Objective 2C: Connect peripheral parking facilities to development.

Goal 3 – Enhance Cost-Effectiveness of Transit Service

Objective 3A: Minimize cost per passenger carried.

Objective 3B: Maximize travel time savings.

Objective 3C: Attract new transit passengers.

Goal 4 – Protect Environmental Quality:

Objective 4A: Minimize negative environmental impacts of transportation investments.

Objective 4B: Provide options that can improve air quality.

Objective 4C: Support transit friendly land use patterns.

Goal 5 – Enhance Regional Transit Services:

Objective 5A: Provide connections to existing and planned intermodal centers.

Objective 5B: Distribute existing and future regional transit trips to/from destination points within the study area.

Objective 5C: Develop a system that could accommodate future regional transit services that connect to the City Center and UAB areas.

