

Goal	Objective
Safety: Improve the safety of the transportation system for all users.	Reduce frequency and severity of crashes. Improve comfort and safety for users of alternative modes of transportation.
Environment: Reduce the negative environmental impacts of the transportation system.	Minimize impacts of transportation system on natural and built environment. Increase use of alternative modes of transportation (ridesharing, transit, active transportation). Integrate sustainable infrastructure practices into project design. Reduce vehicle emissions.
Equity & Accessibility: Improve equitable access to opportunities through greater availability of mode choices that are affordable and efficient.	Increase mode choice for all users. Increase access to activity centers for underserved populations/EJ populations.
Land Use & Economic Development: Integrate transportation system improvements with land use planning.	Provide multi-modal infrastructure in designated growth areas, mixed-use areas, and near activity/attraction centers. Consider multi-modal system needs during site development review procedures. Fill connectivity gaps in multi-modal network.
Efficiency: Increase travel efficiency and system reliability.	Reduce congestion through operational improvements (intersection reconfiguration, traffic light coordination, etc.) Increase system capacity at identified bottlenecks. Maintain the existing system in a state of good repair.

Focus Groups:

Business Community:

Sentara
 Charlottesville Albemarle Convention and Visitors Bureau
 Charlottesville Albemarle Regional Chamber of Commerce
 Department of Defense
 UVA Health
 WillowTree
 Monticello
 Piedmont Workforce Development Board
 UVA Economic Development
 Central Virginia Partnership for Economic Development

Safety Professionals:

EMS
 Department of Health
 School Bus Driver
 Crossing Guard
 Safe Routes to School
 Charlottesville Police
 Albemarle Police
 Virginia State Police
 Jaunt Safety Director
 CAT Safety Director

Equity Priority Communities:

Virginia Institute for the Blind
 Charlottesville Area Alliance
 Piedmont Housing Alliance
 Sin Berraras
 First Baptist Church
 Charlottesville Independence Resource Center
 Network to Work

Special Interest Groups:

C3
 Mobility Alliance/Piedmont Environmental Council
 Southern Environmental Law Center
 IMPACT
 Charlottesville Bike/Ped Advisory Committee
 UVA Student (Student Government Association)