



Cleveland
Urban Area
METROPOLITAN
P L A N N I N G
O R G A N I Z A T I O N

Chapter 2

Guiding Principles

This chapter outlines the guiding principles under which this plan was developed, including the federal requirements, the goals of previous and other related plans, and the public outreach efforts that were undertaken during the development of the plan. Additional detail regarding the public outreach activities is provided in [Appendix D](#).

Federal Requirements

A key requirement of the federal regulations is that Federally funded transportation investments be guided by a long range plan and vision approved by elected officials and state representatives in each metropolitan area. According to the federal regulations, the plan shall “include both long-range and short-range program strategies/actions that lead to the development of an integrated intermodal transportation system that facilitates the efficient movement of people and goods.” This Regional Transportation Plan (RTP) also needs to reflect the consideration of the planning factors (See [Figure 2.1](#)) that are outlined in the Safe, Accountable, Flexible, Efficient Transportation Equity Act: A Legacy for Users (SAFETEA-LU).

Beyond federal transportation regulations, the development of the RTP is also substantially affected by several federal laws outside of the transportation acts themselves. Because of the linkage between vehicle emissions and air pollution, the RTP must address air quality and the extent to which the RTP is shaped by air quality considerations. At present, Cleveland and Bradley County are considered attainment areas under the

Attainment Area

A geographic area in which levels of a criteria air pollutant meet the health-based primary standard (national ambient air quality standard, or NAAQS) for the pollutant. An area may have an acceptable level for one criteria air pollutant, but may have unacceptable levels for others. Thus an area could be both attainment and nonattainment at the same time. Attainment areas are defined using federal pollutant limits set by EPA.

Source: U.S. Environmental Protection Agency

Figure 2.1 Safe, Accountable, Flexible, Efficient Transportation Equity Act: A Legacy for Users Planning Factors

Planning Factors

- Support the economic vitality of the metropolitan area, especially by enabling global competitiveness, productivity and efficiency;
- Increase the safety of the transportation system for motorized and nonmotorized users;
- Increase the security of the transportation system for motorized and nonmotorized users;
- Increase the accessibility and mobility of people and for freight;
- Protect and enhance the environment, promote energy conservation, and improve quality of life; and promote consistency between transportation improvements and State and local planning growth and economic development patterns;
- Enhance the integration and connectivity of the transportation system, across and between modes, for people and freight;
- Promote efficient system management and operation; and
- Emphasize the preservation of the existing transportation system.

Chapter 2

Clean Air Act by the U.S. Environmental Protection Agency (USEPA); however, recent designations throughout the country have significantly impacted other urban areas, dramatically changing how those regions address their transportation needs.

Other laws that shape the RTP include Title VI of the Civil Rights Act of 1964, the Americans with Disabilities Act of 1990, and the National Environmental Policy Act (NEPA) of 1969. These laws affect the type, location, and design of transportation facilities and services contained in the RTP and for that reason the plan must address these requirements.

RTP Goals and Objectives

The goals and objectives of the Regional Transportation Plan (See Figure 2.2) are based on the overall vision developed by the community. The four goals are focused not just on improving the existing transportation system, but enhancing the various modes to create an interconnected transportation system that serves the needs of the community. In addition, the goals and objectives reflect the recommendations of the Strategic Plan, and other recently completed studies identified below, to promote targeted growth, enhance the community's identity,

and strengthen partnerships through collaboration.

Figure 2.3 demonstrates the relationship between the goals and objectives of the RTP and the SAFETEA-LU Planning Factors.

Figure 2.2 Regional Transportation Plan Goals and Objectives



Figure 2.3 Relationship of RTP Goals and Objectives to SAFETEA-LU Planning Factors.

2035 RTP Goals	Support Economic Vitality	Increase Safety	Increase Security	Increase Accessibility	Protect and Enhance the Environment	Enhance Integration & Connectivity	Promote Efficient System Management	Preservation of Existing System
Enhance & Maintain Transportation Choices								
Improve Safety & Security of the Roadway System		●	●			●	●	●
Provide Capacity Improvements						●		
Maintain Existing System								●
Improve Accessibility				●		●	●	
Enhance Bicycle/Pedestrian Network		●		●	●	●		●
Expand Bus/Transit Routes		●		●	●	●	●	●
Enhance Rail, Freight, Air and Water Systems		●	●	●	●	●		●
Preserve the Community's Identity								
Enhance the Sense of Place					●			
Promote Targeted Growth & Sustainability								
Develop Overlay Districts	●				●			
Encourage Access Management					●			
Develop Traffic Calming Options		●					●	
Develop a Growth Management Plan	●			●	●			
Update the Downtown Plan	●			●	●			
Address Climate Change					●			
Strengthen Partnerships through Collaboration								
Enhance Public-Private Partnerships	●							

Chapter 2

Recently Completed Plans

Although the purpose of the RTP is to look forward over a long-term time period at the anticipated transportation needs of the community, there is value in looking at past and recently completed plans to help in guiding future transportation investments. The discussion below outlines the many factors that were taken into account when developing the 2035 RTP goals and objectives identified above.

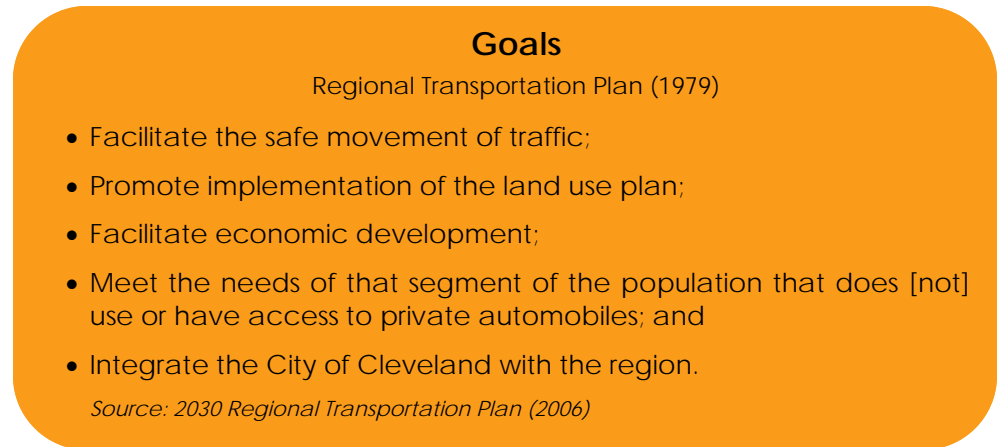
1979 Regional Transportation Plan

The transportation goals for the Cleveland and Bradley County region date back to the goals established by the regional transportation plan (See Figure 2.4) developed in 1979. Although there have been significant changes to the land use and transportation infrastructure of the area since their adoption, these goals along with more recent goals and objectives are still relevant in guiding the transportation decisions of today.

2030 MPO Long Range Transportation Plan

In 2006, the Cleveland MPO adopted the 2030 Regional Transportation Plan. The document outlined the current

Figure 2.4 Historic Transportation Planning Goals and Objectives



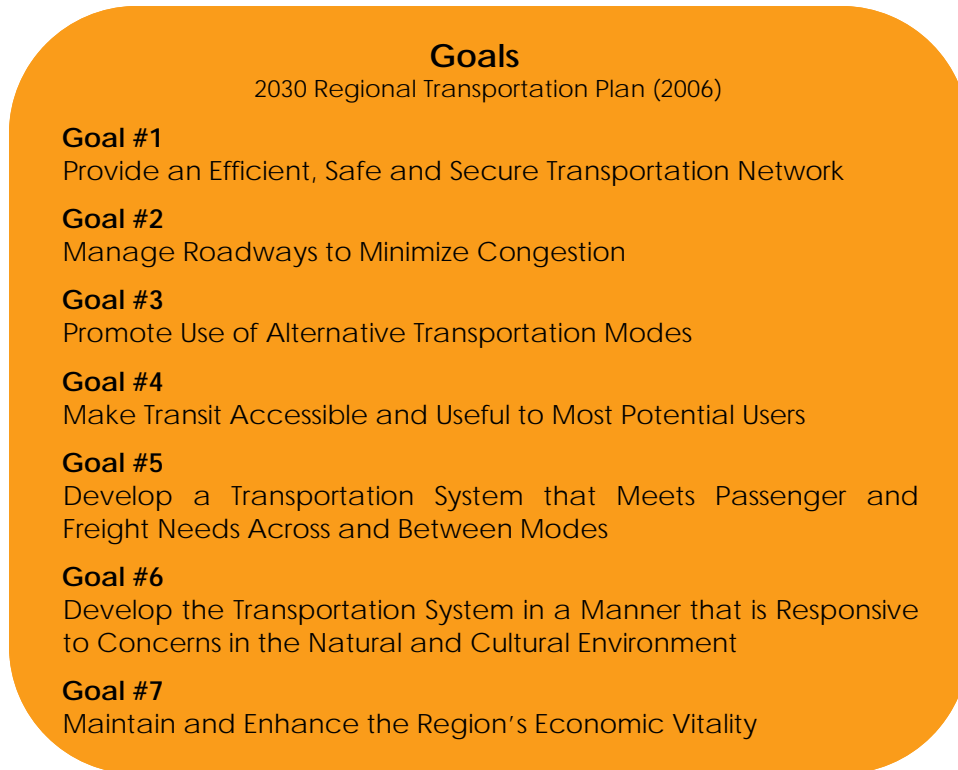
trends and transportation systems and provided an assessment of the transportation needs and demands facing the Cleveland area over the next 25 years. The plan also outlined seven (7) goals (See Figure 2.5) to address the transportation needs and demands facing the area.

In addition to these past plans, two more recently completed plans provide additional guidance to the goals and objectives of the RTP.

Cleveland Area Bicycle & Pedestrian Plan

In 2008, the Cleveland Area MPO Bicycle & Pedestrian Plan was completed. The purpose of the plan was to create a coordinated system of bicycle and pedestrian facilities that enhance and promote multi-modal travel within the Cleveland MPO area. Specifically, the plan addressed opportunities for expanding and improving bicycle and pedestrian travel within the MPO area. Recommendations of the plan include specific locations for improvements to bicycle and pedestrian travel, ideas to promote walking and bicycling, and how to help improve safety for non-motorized travel.

Figure 2.5 2030 Regional Transportation Plan Goals



I-75 Corridor Study

Also in 2008, the Tennessee Department of Transportation (TDOT) began a Corridor Feasibility Study along Interstate 75 from the Georgia State Line to the Kentucky State Line. The study identified a prioritized listing of multi-modal projects that could be considered by TDOT for inclusion in the Department's Transportation Improvement Program (TIP), as well as by MPOs and RPOs for their respective local and regional planning programs. The identified multi-modal solutions are intended to address capacity, operations and maintenance, safety, freight movement, intermodal connections, and economic access

issues along the study corridor.

BCC 2035 Joint Strategic Plan

Most recently the MPO has partnered with Bradley County, the cities of Cleveland and Charleston, the Bradley County Chamber of Commerce, local utility providers, and others to prepare a county-wide plan entitled BCC 2035 Joint Strategic Plan. Goals of the 2035 Strategic Plan are shown in [Figure 2.6](#).

Figure 2.6 2035 Joint Strategic Plan Goals



Chapter 2

Public Involvement and Outreach

Early and continuous public participation is a vitally important part of the MPO planning process, and had a direct impact on the development of the Vision, Goals & Objectives of this Plan. The following process discusses the variety of ways employed to encourage public participation in the development of the RTP.

The formal public participation process begins with the endorsement of the Draft RTP for public review by the MPO Executive Board. This endorsement commences a 30-day public comment period which will be followed by a second public hearing before the MPO Executive Board. The 30-day comment period will be advertised and copies of the Draft RTP will be made available at the Cleveland Public Library.

Special efforts will be made to reach low-income, minority, and non-English speaking populations through written and/or verbal notices in venues where such populations are likely to be found (churches, community center neighborhood groceries, etc.). These notices, and notices to the general public in newspapers, etc., will announce public meetings and public hearings.

At the second public hearing, comments received already will be reported to the MPO Executive Board, a resolution of the comments will be discussed, and additional comments will be heard. If the MPO Executive Board believes that there are substantial unresolved issues, the public comment period will be extended for 15 days. At the close of the final public hearing, the MPO Executive Board will vote on the RTP. Amendments to the RTP will follow the same process.

Early Public Involvement

As part of the development of the 2035 Regional Transportation Plan, the MPO undertook a series of public outreach activities to share information and gather input regarding the plan, prior to the start of the “official” public comment period. The MPO held three public meetings to provide the public with an overview of the process and to gather public input on the vision, goals, and objectives of the plan, as well as identification of transportation issues.

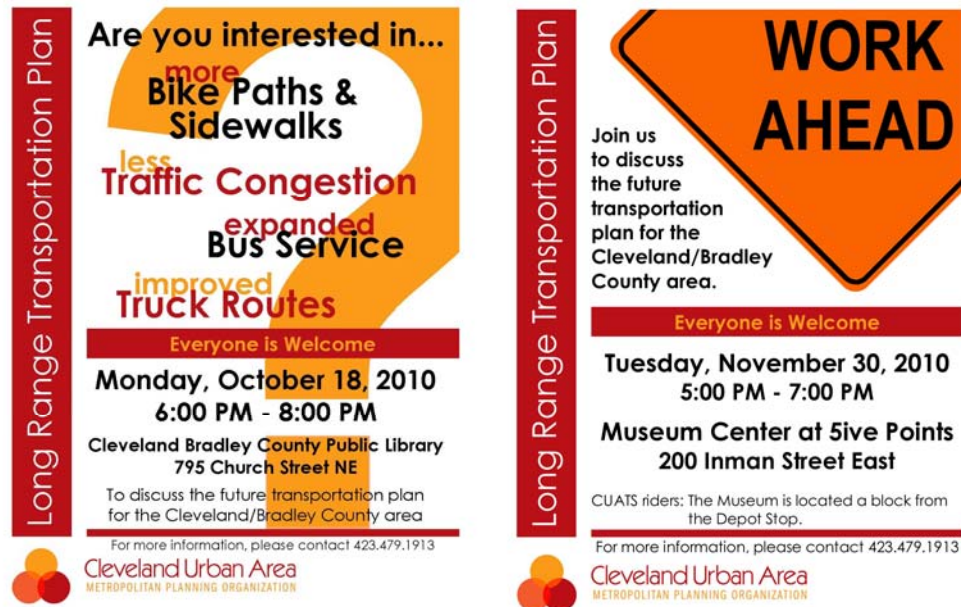
Efforts were made to reach out to a wide range of people, including those traditionally underserved, to notify them of these meetings. Notifications were placed in numerous local stores, community gathering places and on buses. Advertisements for the meetings were also posted on the MPO’s website and in local papers. Special efforts were made to host meetings at locations accessible by transit. Additionally community organizations such as Main Street Cleveland, the Chamber of Commerce, trucking companies and major employers were contacted directly to invite them to the public meetings.

An initial meeting was held in April 2010 to provide an overview of the process and subsequent meetings were held in October and November 2010 to gather input and seek comments.

April 2010 Public Meeting

The April 2010 meeting provided the public with an overview of the Regional Transportation Planning process. The meeting was also an

Figure 2.7 Invitations distributed for RTP Public Meetings



opportunity to discuss the transportation goals outlined in the previous (2030 RTP) plan and to confirm if those goals were still valid given the changes that the City of Cleveland and Bradley County had experienced over the past several years and the anticipated growth that was expected to occur in the area of the next 25 years.

Based on the input received, beyond the congestion and safety issues, the plan would focus on opportunities for increased transit, improvements to pedestrian and bicycle facilities, addressing freight and intermodal connections, and identifying opportunities to preserve and connect greenspace within the community.

October 2010 Public Meeting

On Monday, October 18th, 2010, the Cleveland MPO facilitated a public visioning forum at the Cleveland Public Library from 6pm to 8pm. The purpose of the forum was to present the goals and objectives for the 2035 Regional Transportation Plan and receive feedback from members of the community. In addition, the critical link between population/land use and transportation was presented and discussed.

This public forum was the most successful forum the MPO has ever had for the development of a plan. It was attended by 53 members of the general public, as well as representatives from partners of the MPO, including the Cleveland/Bradley County Chamber of Commerce, the Cleveland Urban Area Transit System, the State of Tennessee Department of Transportation, Bradley County Planning Commission, the City of Cleveland City Council, MainStreet Cleveland, the City of Cleveland, the Cleveland Housing Authority, Cleveland State Community College, Scott's Bicycle Co, Trailhead Bicycle Co, the Cleveland Daily Banner, the Chattanooga Times Free Press, United Way, and the Boy Scouts of America.

Chapter 2

As part of the public involvement and outreach process, the draft vision statement was presented to the public during the October 2010 public meeting.

Vision Statement

The vision, goals, and initiatives of the Regional Transportation Plan for Cleveland and Bradley County, Tennessee are focused on better integration of transportation and land use efforts to guide and control the residential, commercial, and industrial growth that is anticipated in the area. The plan sets forth an approach for preserving rural areas of Bradley County, while promoting targeted growth within urban areas, enhancing and maintaining transportation choices, and strengthening partnerships to benefit the entire community. In order to successfully implement the plan, the MPO, county, cities, and other organizations in the area will jointly pursue an approach that contributes to the implementation of the vision.

Participants at the meeting were asked for their comments and feedback on the draft vision statement. The initial draft of the vision statement included a goal of “preserving the existing rural character of the area, while promoting targeted growth”. The vision statement also recommended that “the MPO, county, cities, and other organizations in the area will jointly pursue policies and projects that contribute to the implementation of the vision”.

Several members of the public in attendance at the meeting provided comments on the draft vision statement that were primarily focused on the statement that the area was a “rural community”.

Those in attendance acknowledged that there were rural parts of the region that should be preserved,

but other rural areas may become more urbanized over time.

In response to these comments, the vision statement was subsequently revised and presented in its final form at the public meeting held in November 2010. On December 1, 2010, the Technical Coordinating Committee and Executive Board endorsed the final vision statement (as identified in Chapter 1).

Those in attendance were also asked to identify (maps were provided) key transportation issues in these key areas:

- Safety/Crash
- Congestion
- Bus/Transit Routes
- Bicycle Routes
- Pedestrian Routes
- Freight Routes



Guiding Principles



During the meeting a brief overview of the Cleveland Urban Area Transit System was provided and the public provided comments about their experiences and questions regarding transit service.

This input received during the October meeting was used to update and refine the vision, goals, and objectives of the plan and transportation issues identified by the meeting participants were compared to the potential list of projects.

November 2010 Public Meeting

The vision, goals, and objectives were revised based on the input received during the October meeting and presented at the public meeting held on November 30, 2010 at the Museum Center at Five Points. Over forty-five members of the community were present at this meeting. During the meeting, a summary of the priority voting regarding the Goals and Objectives was summarized and presented during the meeting as well. A summary of the comments received

during the October meeting as well as via the meeting comment cards was also presented.

In addition to the vision, goals, and objectives, maps showing the input received from the public (during the October 2010 meeting) regarding transportation issues/concerns were presented and specific comments from the public were documented.

Survey

Another method of public involvement included a survey that was distributed to meeting attendees, handed out at City of Cleveland department offices, and shared with community organizations. Approximately two dozen surveys were submitted with comments addressing specific concerns about safety and crash locations, the need to connect more areas of Cleveland via transit, and the need for expanded bike lanes and requests to make all neighborhoods more pedestrian friendly.

Formal Public Comment Period

The mandated 30-day public comment period will be held once the Draft RTP has been released by the MPO Executive Board and additional public comments will be incorporated into this

Chapter 2

section following the formal public review period.

Continuous Public Involvement

Further research and planning beyond the RTP will be needed for such purposes as identifying specific bicycle and pedestrian improvements, modifications to transit routes and services to better meet needs of existing and potential riders, identifying improvements that will better meet existing and future freight needs, and other purposes.

Direct contacts through interest groups, service providers, industry groups, etc. will supplement media, internet, and other public posting efforts to reach the traditionally underserved, special user groups (e.g. freight users, bicyclists) and the general public with news about the transportation planning process and invitations to participate in it.

Special issue-oriented study committees may be formed from time-to-time to address particular transportation issues and other specific subsets of the population may be asked to provide comments regarding their particular transportation needs.