

Goal	Challenge	Actions Taken	
Goal #1: Improve Safety: Provide a safe and secure transportation system for users	Identification of Appropriate Speeds	Spot Speed Studies Travel Time Data	
	Competing Priorities (Pedestrian, Freight, Transit, etc.)	Get all Key Stakeholders and FDOT units together at beginning stages to address what can be done and address concerns	
	Improve Safety of Personal Movements (e.g. Pedestrians, Cyclist, etc.)	Enforcement of Traffic Violations (e.g. Red Light Running, speeding, etc.)	
		Improve Incident Duration	
		Reduction of Number of Crashes	
	Maintain and Improve Roadway Network Capacity	Reduction of Two-Way Left Turn Lanes and increase number of raised medians	
		Increase Volume to Capacity (v/C) ratios Minimize miles of roadway that can be classified as congested.	
	Improve Infrastructure for all Modes of Travel	Improve Pedestrian Mobility	
		Improve Transit Service	
		Improved Bicycle Availability	
Improved Freight			
Prioritization of Needs	Improvements for Impaired (Visual, Hearing, etc.)		
	Coordination / Meetings with Key Stakeholders		
Measuring & Monitoring of Data / Investments	Realistic Options and Expectations		
	Set Benchmarks within Methodology		
Goal #2: Improve Personal Mobility: Provide the Enhancement of Mobility and connectivity for the Movement of People and Goods	Maintain and Improve Existing Infrastructure	Development of Tools / Usage of Existing Tools to monitor gaps (e.g. sidewalks and bicycle lanes)	
		Field Units developing needed projects, determine which projects make sense for contracting out.	
		Improve Multi-modal Level of Service	
		Improve Throughput of Vehicles and Persons	
	Data Collection and Availability	Data Sharing between Agencies	
	Maintain and Improve Intelligent Transportation System (ITS)	Improve Coordination with External Agencies to obtain most current data	
		Update and Create new Dynamic Message Signs (DMS) Update and Create new Variable Speed Limit Signs	
	Development of Measures of Effectiveness	Implement procedures to monitor the measures of effectiveness of each component annually or as deemed necessary.	
	Public Perception / Habits	Improve Public Education	
	Modal Choice Availability	Study existing infrastructure and prioritize needs	
Education (Internal and External)	Develop Outreach Materials (project website, PowerPoint presentations, use of social media outlets, print media, concept renderings, traveling display)		
	Test Messages with MPO.		
	Set up and conduct outreach meetings with key stakeholders.		
Realistic Options and Expectations	Reduction of Right Turn on Red Availability due to pedestrian and bicycle movements		
	Improve Work Zone Areas, Sidewalk and Transit Connectivity		
Goal #3: Improve Coordination between Agencies	Disconnect between FDOT Planning and FDOT Traffic Operations	Meetings / Coordination in beginning stages	
	Interagency Challenges	Define Key Stakeholders (avoid coordination fatigue)	
	Sharing of Data	Data Warehousing (Local and FDOT data sources, emergency response, work zone management, etc.)	
	Real-Time Integration	Standardization of Real-Time information	
Goal #4: Return on Investment: Develop Cost Effectiveness Strategies to Maximize Economic Competiveness	Measuring & Monitoring of Data / Investments by Mode	Develop Methodology by Mode	
		Identify Funding Partners, Leader, and Participants	
		Develop Standards	
		Future Forecasting (Past versus Future Trends)	
	Data Availability	Set Benchmarks within Methodology	
	Time Period for Assessment "Bang for the buck"	Develop and Define within Methodology	
	Defining Adequate Return on Investment	Develop and Define within Methodology	
	Quantitative versus Qualitative	Prioritize and Define Goals by Mode	
Benchmarks of Stakeholders	Obtain Stakeholder and Community Input		
	Implement Activities, Preferences, and Process of Gathering Data		
Goal #5: Reliability	Managing Peak Hour Demand and Fluctuations	TDM Strategies	
	Funding	Coordination / Meetings with Key Stakeholders	
	Improved Scheduling	Maintaining average dwell time and schedule adherence	
	Provide Prompt and Accurate Information	www.cflroads.com as a tool to communicate project information.	
		Regional PIC contract to allow accurately and timely responses to public inquiries.	
		Use FDOT Tracker to coordinate response to public issues for Maintenance concerns.	
	System Integration and Perception	Identify Performance Targets for Modes and Connections	
		Develop Strong Partnerships to help with Education	
	Incident Management	Road Rangers	
		Improve Systems to Deliver Resources to Scene	
Lack of Data	Data Sharing between Agencies		