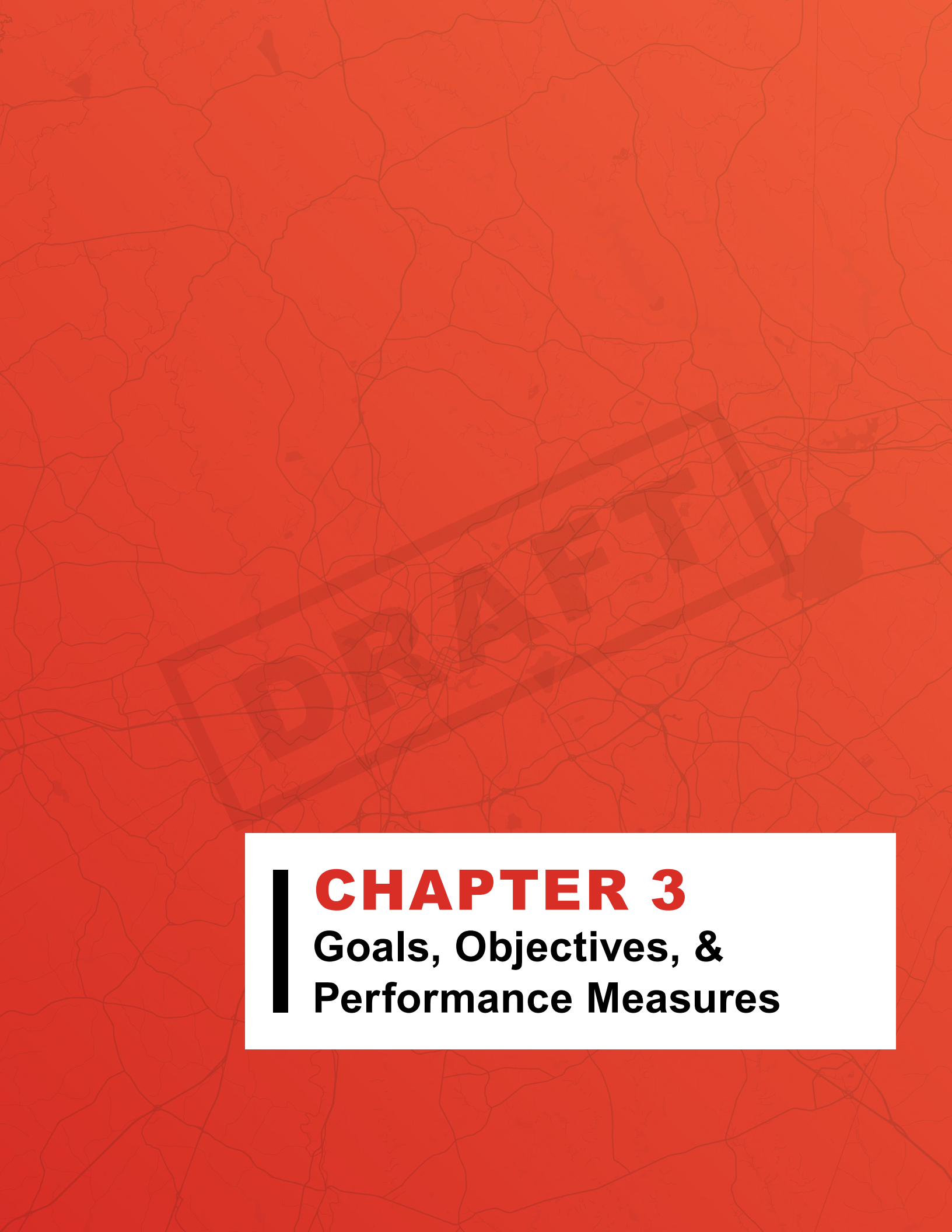


Greenville-Pickens Area
Transportation Study

HORIZON 2050 LONG RANGE TRANSPORTATION PLAN

OCTOBER 2026





CHAPTER 3

Goals, Objectives, & Performance Measures

CHAPTER 3: GOALS, OBJECTIVES, & PERFORMANCE MEASURES

The *Horizon 2050 LRTP* establishes a framework to guide transportation investment decisions through clearly defined goals, objectives, and performance measures. This framework supports a performance-based planning approach, ensuring that transportation strategies and projects align with regional priorities and produce measurable outcomes over time. Goals provide broad direction, objectives define specific outcomes, and performance measures are used to track progress and evaluate success.

This structure reflects both federal requirements and local priorities, allowing GPATS to balance national policy expectations with the unique needs and values of the region.



Attendees viewing GPATS meeting boards

OUR GUIDING STATEMENTS



Culture & Environment

Improve the area's quality of life by protecting and promoting its valued places and natural resources.



Growth & Development

Enhance travel efficiency by aligning transportation investments with land use planning.



Safety & Security

Promote a safe transportation system by reducing crashes, increasing reliability, and enhancing emergency response.



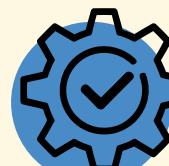
Economic Value

Enhance regional economical vitality by simplifying the movement of people and freight within and across the region.



Mobility & Accessibility

Create a transportation system that encourages biking, walking, and using public transit with balanced infrastructure.



Systems Preservation & Efficiency

Extend the lifespans of the transportation systems by promoting fiscal responsibility and prioritizing maintenance and operational efficiency.

2050 LRTP Goals & Objectives

GUIDING STATEMENTS	OBJECTIVES INCLUDE LOOKING FOR PROJECTS THAT...
 CULTURE & ENVIRONMENT	■ Create transportation connections that improve access for low-income populations. ■ Promote transportation improvements that minimize impacts to floodplains and wetlands.
 GROWTH & DEVELOPMENT	■ Plan and implement transportation infrastructure that fits within neighborhood and business district context.
 SAFETY & SECURITY	■ Support user safety.
 ECONOMIC VALUE	■ Support freight movement along primary freight corridors. ■ Financially viable.
 MOBILITY & ACCESSIBILITY	■ Limit peak hour congestion through strategies that reflect corridor function and land use context. ■ Improve the reliability of the multimodal transportation system so people and goods can reach key destinations predictably, without prioritizing roadway expansion as the primary congestion solution. ■ Promote projects listed in the CMP or Regional Mobility Program (RMP). ■ Improve the safety, comfort, and connectivity of bicycle and pedestrian networks. ■ Improve transit reliability and service frequency.
 SYSTEMS PRESERVATION & EFFICIENCY	■ Maintain functionally classified pavement in Fair or Good condition. ■ Use TSMO strategies and improvements to improve system efficiency and reliability.

Table 1 | LRTP Objectives

ALIGNMENT WITH STATE GOALS

Horizon 2050's goals and objectives have been designed to harmonize with SCDOT goal areas and SCDOT's Planning Directive 15.¹

SCDOT's Momentum 2050 highlights the following Statewide goals and objectives:

- Continue system recovery
- Support freight movement
- Address urban and rural mobility
- Deepen multimodal partnerships

Additionally, SCDOT's Planning Directive 15 (PD 15) states that MPOs and COGs must consider the following:

- Financial viability
- Public safety
- Potential for economic development
- Traffic volume and congestion
- Truck traffic
- The pavement quality index
- Environmental impact
- Alternative transportation solutions
- Consistency with local land use plans

¹[MPO-COG Score Ranking Directive.pdf](#)

GPATS utilized performance metrics outlined in SC Act 114 and PD 15 when evaluating whether a project successfully moved the needle towards goals outlined by both GPATS and the state (See Table 3).

It is important to note that GPATS held robust public engagement surrounding this plan's goal areas, including having the public identify which Goals/Guiding Statements were most important to them. Stakeholders and the public were asked to rank GPATS Guiding Statements from one to six, with one being the most important to them and six being the least important to them. As shown in Figure 10, when all participants were considered across the GPATS Study Area, the overall ranking of importance was identified in the following order:

						
	SAFETY & SECURITY	GROWTH & DEVELOPMENT	MOBILITY & ACCESSIBILITY	CULTURE & ENVIRONMENT	SYSTEMS PRESERVATION & EFFICIENCY	ECONOMIC VALUE
(1= MOST IMPORTANT; 6= LEAST IMPORTANT)	1	2	3	4	5	6
GREER						
GREENVILLE						
TRAVELERS REST						
SIMPSONVILLE						
EASLEY						
POWDERSVILLE						
VIRTUAL						
OVERALL RANKING						

Table 2 | Guiding Statement Ranking Activity Results

These results drove GPATS to weight prioritization in concurrence with these scores, resulting with performance measures in the Safety and Security, Growth and Development, and Mobility and Accessibility categories carrying the most weight. This resulted in some weights not directly matching up with those outlined in PD 15.

Performance metrics used in the *Horizon 2050 LRTP* are included below, and more on prioritization can be found in [Appendix B: Project Prioritization & Scoring Tool](#). These weights were then run by SCDOT for their approval, which resulted in adjustments being made at SCDOT's request. Once a weights supported by SCDOT were identified, the projects were prioritized against the criteria.

HORIZON 2050 LRTP PERFORMANCE METRICS

GUIDING STATEMENTS	PERFORMANCE METRIC
 CULTURE & ENVIRONMENT	■ Project is located in a low-income census tract. ■ Project impacts a floodplain or wetland.
 GROWTH & DEVELOPMENT	■ Impacts to Built Environment for neighborhoods and business districts.
 SAFETY & SECURITY	■ Safety is the purpose of the project. ■ Project Includes Safety Improvements. ■ Project is in a High Crash location.
 ECONOMIC VALUE	■ Percentage of traffic in corridor that is Truck traffic. ■ Overall project cost.
 MOBILITY & ACCESSIBILITY	■ Existing/Future estimate of Level of Service (LOS) based on V/C ratio. ■ Travel Reliability on the National Highway System (NHS). ■ Project is identified in the CMP. ■ Project is located on a RMP corridor. ■ Bicycle and pedestrian infrastructure included in project. ■ Presence of an existing bus route. ■ Route frequency in project area.
 SYSTEMS PRESERVATION & EFFICIENCY	■ Project would improve Pavement Condition. ■ Project improves TSMO infrastructure.

Table 3 | LRTP Performance Metrics

PD 15 included the consideration of a financial viability criterion. The *Horizon 2050 LRTP* considered if a project was anticipated to cost more than one year of a particular mode's allocated funding and awarded points accordingly. Financial constraint was then considered the plan's final financial viability screening process. Projects that were not ranked high enough to be included within the fiscally constrained plan were added to the vision list. More information about prioritization and financial constraint can be found in [Chapters 7–9](#).



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