MAP-21 STRATEGIC GOAL STATEMENTS

As specified in section 1118, a State Freight Plan must include a description of how the plan will improve the ability of the state to meet the national freight goals established under 23 U.S.C. 167. The following is a summary of the goals of the National Freight Policy established in 23 U.S.C. 167:

1) Improving the contribution of the freight transportation system to economic efficiency, productivity, and competitiveness.

2) Reducing congestion on the freight transportation system.

3) Improving the safety, security, and resilience of the freight transportation system.

4) Improving the state of good repair of the freight transportation system.

5) Using advanced technology, performance management, innovation, competition, and accountability in operating and maintaining the freight transportation system.

6) Reducing adverse environmental and community impacts of the freight transportation system.

The Department recommends that each State Freight Plan also include a discussion of the state's strategic goals for freight transportation. These goals would include the goals of the National Freight Policy summarized above, but states may also add other strategic goals. The Department recommends that State Freight Plans indicate which goals are most important to the State.

Process to Finalize Goals and Develop Objectives and Performance Targets

Goals

Goals assert the general direction an organization wants to take to realize its Mission and Vision.

- Each Goal reflects an area of focus for improving performance across the organization.

Objectives

Objectives express specific expectations that provide direction on how to achieve the Goals.

- Objectives must be specific, measurable, achievable, realistic and timely (or SMART).
- Objectives should be broad enough to allow stakeholders to determine how they fit in.
- Each Objective includes a Performance Target that establishes an expected outcome to be achieved within a set amount of time.
- Each Objective includes Performance Measures that track progress toward reaching the established Performance Target.

Performance Measures

Performance Measures (Outcomes) are a yardstick used to measure success in achieving an Objective.

- Performance Measures state the baseline conditions and then measure progress toward meeting the Objective.
- Every Objective has an accompanying expected outcome or Performance Target.
- Progress is measured by comparing Objectives Outcomes to this Target.