

## What are Guiding Principles (GPs)?

- Generalized statements that broadly relate the physical transportation environment to values
- Shared values and beliefs that the CTP is centered on
- Developed with input from the county and city government officials, stakeholders, public opinion polls, and the public

## How are the GPs used in the CTP?

- Lead and shape the study, projects, policies, and priorities
- Projects are evaluated for how well they meet the guiding principles to help determine a project's benefit and priority

## Cobb CTP 2040 Update Guiding Principles and Objectives

### Maximize performance of the transportation system

- Operate the transportation system efficiently and effectively
- Give priority to investment to preserves existing infrastructure
- Protect and enhance transportation connections to key resources
- Protect and enhance existing community character

### Improve access and manage traffic congestion

- Focus on improving travel times rather than reducing congestion
- Provide increased travel choices (route and modes of travel)
- Focus on key travel patterns

### Achieve traveler safety and security

- Reduce the number and/or severity of crashes
- Balance safety considerations across all users (see Complete Street principles)

### Drive economic competitiveness

- Enhance and serve redevelopment areas
- Compliment growth sectors and areas (see EDGE Core Clusters)

### Lead with cost effective solutions

- Seek partnerships
- Seek innovative solutions
- Apply value-engineering principles as appropriate
- Select actions that reduce life-cycle costs not just capital costs
- Select strategies that allow future flexibility