

# *Chapter 2*

## Mission, Vision and Goals



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### 2.1 Mission

The mission of this plan is to provide a vision and strategies for bicycle and pedestrian mobility in Fayette and Jessamine Counties that expand and enhance opportunities for walking and biking.

### 2.2 Vision

Several methods were used to involve and engage residents of the two counties including public meetings with stakeholder groups such as the disabled community, cyclists and seniors; as well as a web-based survey. The planning team asked citizens to envision the future and to consider what role biking and walking will play. The team heard that the people of the two counties envision:

- Places where there is a priority on preserving the natural and cultural resources and traditions of the region.
- Places where there is a commitment to a quality of life that enriches the lives of all residents.
- Places that are designed to facilitate and encourage healthy lifestyles and behaviors.
- Places that work for everyone, including children, seniors, and persons with disabilities and/or impairments.
- Places where change (e.g. development, growth, etc.) is consistent with and helps support the community's vision.

### 2.3 Goals

The planning team translated the vision for the future into several goals that express the team's understanding of residents' needs and desires regarding biking and walking. The five goals are:

**Goal 1:** Balanced Transportation System

**Goal 2:** Sustainable Community Development

**Goal 3:** Safety and Security

**Goal 4:** Economic Vitality

**Goal 5:** Quality of Life and Active Living

Each goal has multiple objectives, which are described in terms of "outcomes" or the resulting situation. A list of recommended actions that are necessary to achieve the objectives are included in the Recommendations chapter. Lastly, performance measures, or indicators, listed in the Implementation chapter describe how we will measure whether the objectives have been met. The diagram on the next page graphically depicts the hierarchy of the mission, vision, goals, objectives, actions and performance measures.





## Goal 1:

# Balanced Transportation System

Provide people with a range of choices for travel and develop a system that accommodates all users, by providing safe, convenient and pleasant places for people of all ages and abilities to walk or bicycle.

## Objectives:

### Bike and Pedestrian Facilities

Develop a bike and pedestrian network that connects people to destinations both within and between Fayette and Jessamine Counties by creating a seamless system of on-road and off-road facilities.

### Complete Streets

Develop “complete streets” that are safe, comfortable and convenient for people walking, biking and using public transit. Plan and construct all new streets with appropriate facilities for walking and bicycling. Retrofit existing streets to accommodate and/or better accommodate bicycling and walking.

### Connectivity

Create an interconnected street and trail network to provide more route choices, reduce trip lengths and eliminate physical barriers to biking and walking.

### Mode Choice

Develop a coordinated and seamless system of public transit, pedestrian, and bicycling services and facilities to provide alternatives to motor vehicle use.

### Universal Access

Accommodate the transportation needs of all residents regardless of age and ability by designing and maintaining pedestrian facilities to provide access for children, seniors and persons with disabilities.

### Transportation Equity

Ensure that bike and pedestrian facilities and programs adequately and equally serve all residents in the community.

## Adequate Funding

Allocate transportation funds to 1) ensure that all road projects include appropriate accommodations for bicycling and walking facilities, and 2) an appropriate share of transportation funding goes to eliminating bike and pedestrian deficiencies.

## Goal 2:

# Sustainable Community Development

Develop walkable and bike-friendly neighborhoods that maximize transportation options and allow people to get everywhere they need to go on a daily basis by walking or biking.

## Objectives:

### Bike and Pedestrian Infrastructure

Include biking and walking facilities as basic infrastructure in all new development and redevelopment projects. Require the development of bike, pedestrian and trail facilities that connect residential areas, schools, parks and commercial centers.

### Transportation and Land Use

Encourage compact, mixed-use development patterns that have been shown to increase walking and biking and can result in these modes being the preferred transportation choices for short-distance trips.

### School Location and Access

Make it easy and safe for students to walk and bike to school by locating schools within walking distance of the student population they serve. Design schools sites to be pedestrian and bike-friendly.

### Park and Recreation Facilities

Provide park and recreation facilities within easy walking and bicycling distance to neighborhoods. Provide bicycle and pedestrian facilities within parks. Connect local and regional parks with bike and pedestrian facilities.



## Commercial and Employment Areas

Promote planning and design practices which locate shops, civic services, jobs and transit within walking and biking distance of neighborhood housing.

## Site Design

Design school sites, recreation facilities, commercial centers and employment sites that are pedestrian-oriented and easily accessible by bicycle.

## Goal 3:

# Safety and Security

Create communities where people feel safe bicycling and walking and where the interactions of pedestrians, cyclists and motor vehicle operators are respectful and tolerant. Reduce the incidence of pedestrian and bicyclist injuries and traffic fatalities. Ensure proper maintenance of bike and pedestrian facilities.

## Objectives:

### Driver, Pedestrian and Cyclist Awareness

Ensure that all drivers, pedestrians and cyclists are aware of the rules of the road and the rights of other users.

### Enforcement of Traffic Laws

Ensure that all drivers, pedestrians and cyclists obey the rules of the road and act carefully and responsibly.

### Traffic Calming

Reduce motor vehicle operating speeds where you expect to see vehicle-pedestrian conflicts and in areas of high pedestrian use i.e. in neighborhoods, schools and commercial areas.

### Safe Routes to School

Initiate and sustain a Safe Routes to School Program to reduce barriers and make it safer for children to walk and bike to school.

### Eyes on the Street

Create a sense of safety for bicyclists and pedestrians by planning and designing neighborhoods and communities to have “eyes on the street”.

### Maintenance of Facilities

Maintain sidewalks, trails, streets and roads to ensure safe use for pedestrians and bicyclists.



## **Goal 4:**

### **Economic Vitality**

Recognize biking and walking as essential activities that contribute to the economic health of our communities.

#### **Objectives:**

#### **Expand and Enhance Tourism Opportunities**

Expand and enhance opportunities for bicycle and pedestrian tourism. Connect major tourism destinations using a network of routes for biking and walking.

#### **Promote and Market**

Promote and market Fayette and Jessamine Counties as destinations for bicycle tourism.

#### **Workforce Attraction and Retention**

Promote the pedestrian and bicycle-friendly qualities of our communities to encourage workforce attraction and retention.

#### **Downtown Revitalization**

Contribute to the revitalization of the two counties' downtown areas by making walking and biking priority considerations.

## **Goal 5:**

### **Quality of Life and Active Living**

Improve the quality of life for our residents by promoting active lifestyles and recognize pedestrian and bicycle-friendly qualities as components of a more livable community.

#### **Objectives:**

#### **Active Living by Design**

Enhance public health goals and outcomes by making neighborhoods and communities places where people can routinely bicycle and walk for fitness, transportation and recreation. Consider public health outcomes in transportation planning, land use planning and site design.

#### **Aging in Place**

Provide opportunities for seniors to "age in place" and remain active, both physically and socially, by providing places to walk and good alternatives to driving. Consider the mobility of seniors in transportation planning and site design.

#### **Child-Friendly Communities**

Create child-friendly communities that encourage and enable children to bicycle and walk and to be more independent.

#### **Active Commuting**

Promote bicycling and walking to work and encourage employers to offer incentives for active commuting.

#### **Public and Environmental Health**

Partner with health and environmental organizations to promote the benefits of bicycling and walking.



