

# CHAPTER 3

## VISION, GOALS AND OBJECTIVES



The Plan's Vision, Goals and Objectives were developed through an interactive exercise with the project Steering Committee, a public open house event held on October 4, 2011, and a review of previous planning and policy documents. For the many stakeholders that provided input, there is an overarching desire to create an interconnected network of on- and off-street bicycle facilities that link all areas of the City. The word "connectivity" came up repeatedly, whether discussing the need for more paths or completing on-street facilities into the downtown area. There is also a desire to create a "bicycle culture" where bicycling is "normal" and seen as a viable form of transportation.

The Vision and top ranked Goals and Objectives are presented below. The Wichita Bicycle Master Plan addresses each of the Goals and Objectives through bicycle network recommendations and an implementation strategy that includes policy-level actions and design-level guidelines and recommendations.

The vision statement, the heart of the plan, describes what the community will be like in 2023. It is a general statement that provides the framework for this document by identifying key elements and conditions.

From the vision statement, the goals, objectives, and strategies have been developed. They are the recommended way of achieving the future vision of Wichita, organized from the most broad/general concepts (objectives) to the most specific (strategies). Below are brief definitions of the goals, objectives, strategies, and actions.

**Goals:** General asseverations the community wants to work towards achieving. The work of completing a goal is seldom ever completed, it is something that we continually strive to achieve.

**Objectives:** Specific initiatives that if accomplished will lead to the realization of the goals and vision statement. There may be more than one way to accomplish an objective, or more than one action that may be undertaken.

**Strategies:** Strategic actions that are recommended to be undertaken to achieve the objective, goal, and vision statement. Each of the strategies includes a table with a description of the action items, lead organization and the estimated duration (from start of the action to the finish) to complete the action.

### BICYCLE MASTER PLAN VISION

An interconnected network of on-and-off -street bicycle facilities that accommodates bicycle riders of all skill levels; and links all areas of the City of Wichita- including employment centers, schools, parks, and other activity centers.

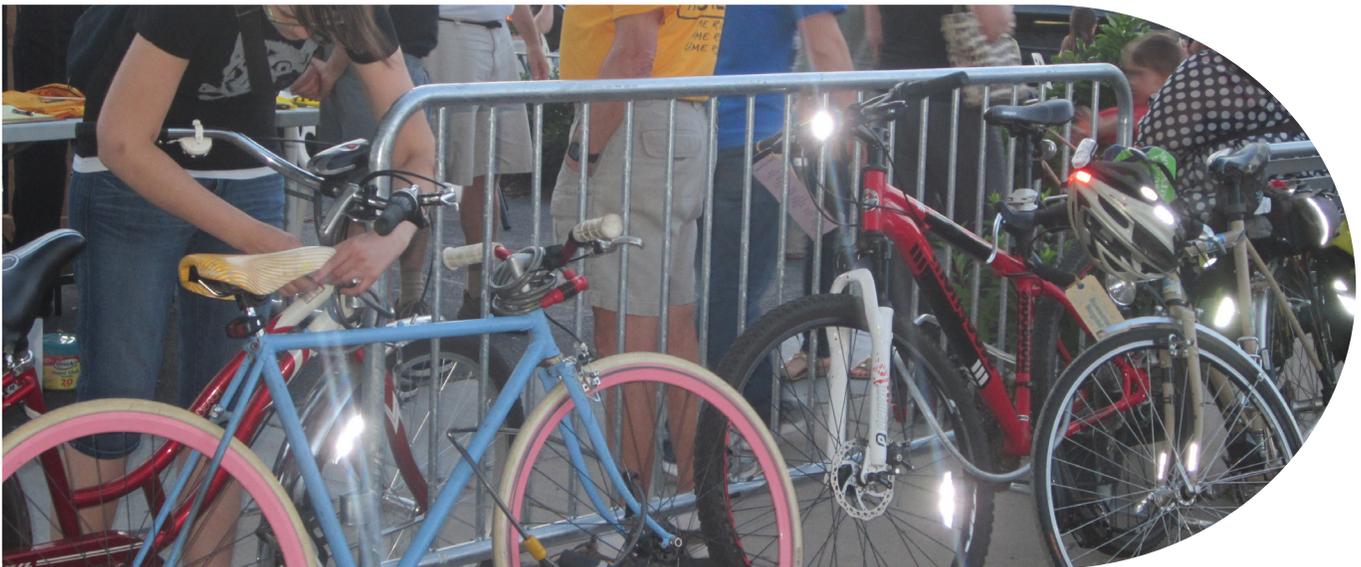
# BICYCLE MASTER PLAN GOALS

## Goal 1: Increase the amount of bicycling in Wichita.

**Benchmark:** Triple the amount of bicycling in Wichita over the next ten years (2012 – 2022)

**Baselines:**

1. The U.S. Census Bureau 2010 American Community Survey 3-Year Estimates reports that 0.3 percent (601 people) of Wichita resident workers age 16 years and over primary means of transportation to work is a bicycle. (review the most recent ACS 3-Year Estimate every three years)
2. The U.S. Census Bureau 2010 America Community Survey 1-Year Estimates reports that 0.5 percent (832 people) of Wichita resident workers 16 years and over primary means of transportation to work is a bicycle. (review the most recent ACS 1-Year Estimate annually)
3. Review the recommended bicycle count information collected during the bi-annual volunteer bicycle count (Strategy 30). ( repeat every 2 years)
4. Review the bicycle counts information collected from the automated 24 hour counters (Strategy 30). (repeat annually)



## Goal 2: Improve the safety of bicyclists in Wichita

**Benchmark:** Reduce the rate of bicycle crashes by one third over the next ten years (2012 – 2022)

**Baselines:**

1. KDOT report– crashes in Wichita involving bicyclists; and bi-annual bicycle count (fall of 2012). Rate - # of crashes involving bicyclists ( / ) # of bicycles counted. Calculate every two years.
2. KDOT report – crashes in Wichita involving bicyclists; and automated 24 hour counters. Rate - # of crashes involving bicyclists ( / ) # of bicyclist counted. Calculate once a year.

## Goal 3: Foster and promote a culture where bicycling is a viable and acceptable form of transportation

**Benchmark:** Increase by 50 percent the percent of city-wide survey respondents rating ease of bicycle travel in Wichita as “excellent” or “good”.

**Baseline:**

1. Year 2010: 37 percent of the National Citizen Survey respondents rated the ease of bicycle travel in Wichita as “excellent” or “good”.



# SUMMARY OF BICYCLE MASTER PLAN OBJECTIVES & STRATEGIES

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## Goal 1: Increase the amount of bicycling in Wichita.

**Objective 1.1:** Complete a core network of interconnected on- and off-street bicycle facilities that link all neighborhoods and activity centers in the City, including downtown.

**Strategy 1:** Provide on- street and off-street bicycle facilities where recommended

**Strategy 2:** Install a Signed Bicycle Route Wayfinding System

**Strategy 3:** Improve bicycle safety and access at arterial roadway crossings

**Strategy 4:** Improve bicycle access to transit stops and stations

**Strategy 5:** Increase the availability of bicycle parking throughout Wichita

**Strategy 6:** Determine if a Bike Share program would be good for Wichita

**Objective 1.2:** Place a priority on maintaining existing paths and on-street bicycle facilities while installing new facilities.

**Strategy 7:** Prioritize and fund bicycle facility maintenance.

**Objective 1.3:** Coordinate with neighboring jurisdictions to promote regional bike facility continuity, including the pathway system and missing links identified in the bicycle network.

**Strategy 8:** Incorporate the facility recommendations from this plan into the WAMPO Metropolitan Transportation Plan and other related plans.

**Objective 1.4:** Provide easily accessible information about the bicycle network.

**Strategy 9:** Provide printed, online, and mobile device bicycling guides.

## Goal 2: Improve the safety of bicyclists in Wichita

**Objective 2.1:** Educate law enforcement, youth, motorists, and bicyclists about the rights and responsibilities of all road users.

**Strategy 10:** Educate Wichita transportation system professionals and users about new bicycle facility types, planning, design and bicycle-related issues that may arise.

**Strategy 11:** Promote bicycle education and encouragement in Wichita through partnerships with community organizations and businesses.

**Strategy 12:** Support efforts to obtain funding for bicycle education and enforcement programs

**Objective 2.2:** Take a balanced approach to enforcement that focuses on reducing the behaviors of both motorists and bicyclists that cause crashes.

**Strategy 13:** Increase enforcement of bicyclist and motorist behavior to reduce bicycle and motor vehicle crashes.

**Objective 2.3:** Develop safe-routes-to-school (SRTS) programs that focus on safety and encouragement.

**Strategy 14:** Work with school districts to develop collaborative partnerships to encourage children to bike to school.

### **Goal 3: Foster and promote a culture where bicycling is a viable and acceptable form of transportation**

**Objective 3.1:** Promote bicycling through increased participation in special events.

**Strategy 15:** Coordinate increased participation in bicycling events.

**Objective 3.2:** Be recognized by the League of American Bicyclists as a Bicycle Friendly Community.

**Strategy 16:** Achieve League of American Bicyclists Bicycle Friendly Community bronze and then silver status designation.

**Objective 3.3:** Increase the number of businesses and colleges that are recognized as Bicycle Friendly Business/Colleges by the League of American Bicyclists.

**Strategy 17:** Work with area businesses and colleges to engage them in the League of American Bicyclists recognition program.

**Objective 3.4:** Market bicycling as a fun, healthy, culturally “in-thing” to do.

**Strategy 18:** Enlist opinion leaders in promoting bicycling (e.g. Speakers bureau).

**Strategy 19:** Engage area businesses in using bicycles in their advertising and other promotions.

### **Policy level objectives and strategies for plan implementation**

**Objective 4.1:** Routinely accommodate bicycle facilities as part of City transportation infrastructure improvements.

**Strategy 20:** Adopt policies to ensure that the City’s project planning and review processes account for bicycle facilities.

**Objective 4.2:** Ensure City development policies maximize opportunities to install appropriate bicycle facilities.

**Strategy 21:** Update the Unified Zoning Code to provide incentives for both office and retail

developments/redevelopments to provide secure and conveniently located bicycle parking.

**Objective 4.3:** Develop policies for sequencing projects.

**Strategy 22:** Create policy for installing facilities that are isolated segments.

**Strategy 23:** Create policy for reserving space for future facilities (e.g. space for bike lane that is added later).

**Strategy 24:** Prioritize funding to complete gaps (missing links) in the bikeway network.

**Objective 4.4:** Fund priority, stand-alone bicycle projects.

**Strategy 25:** Fund through CIP, annual programs and grants.

**Objective 4.5:** Provide adequate staff to implement plan.

**Strategy 26:** Allocate staffing to implement this plan staff.

**Objective 4.6:** Monitor and track implementation of the Plan.

**Strategy 27:** Create a bicycle advisory board.

**Strategy 28:** Update the bicycle master plan on a regular basis.

**Strategy 29:** Publish an annual implementation work plan.

**Strategy 30:** Establish performance measures to monitor progress.