

2. Project Goals and Objectives

The following vision, goals and objectives were developed to guide the development of the master plan. They evolved through an extensive public involvement process that began with a web survey that was completed by 548 people. Participants were asked to individually list their top three desired project outcomes. From this visioning process the project team found that the desired “outcomes” of the plan fell into four categories:

- Non-motorized Connectivity
- Community Health
- Pedestrian and Bicycle Safety
- Pedestrian and Bicycle Friendly Community

Using the survey input as a guide, the project team developed goals and objectives for the plan that would deliver these outcomes. The vision, goals and objectives were then presented at the public workshop and the public was asked to indicate their agreement or disagreement and offer modifications to improve them. Public input was incorporated as appropriate and the following vision, goals and objectives resulted.

Topics:

- 2.1 – Purpose of the Plan and Community Vision
- 2.2 – Goals and Objectives

2.1 Purpose of the Plan and Community Vision

The purpose of the plan is to identify the non-motorized network and the support systems necessary for safe and convenient non-motorized travel throughout the Greater Mt. Pleasant Area and Isabella County. As the network and systems are implemented, it is envisioned that this will result in more people freely choosing to walk and bicycle.

It is further envisioned that this will in turn lead to a healthier and more socially engaged community where walking and bicycling is a natural choice because there are easy and convenient ways to get from one destination to another.

2.2 Goals & Objectives

In addition to a vision statement, there are four goals listed below. Each statement is a general representation of the top desired project outcomes from the web survey.

- 1. Provide better non-motorized connectivity**
- 2. Advance community health**
- 3. Improve pedestrian and bicycle safety**
- 4. Institute changes that lead to a pedestrian and bicycle friendly community**

Goal One: Provide better non-motorized connectivity

Objectives:

- a) Provide non-motorized links between key destinations within the Greater Mt. Pleasant area (such as shopping centers, parks, schools, campuses, downtown, etc.)
- b) Provide non-motorized connections between the Mt. Pleasant area and regional destinations (such as the Pere-Marquette Rail-Trail, Clair, Fred Meijer Hartland Trail, Deerfield Park etc.)
- c) Provide a complete non-motorized network (including features such as sidewalks, bike lanes, bike routes, safe road crossings etc.)
- d) Provide an implementation plan that addresses the phasing of the network in a realistic manner that takes cost and benefits into consideration
- e) Provide appropriate identification and wayfinding signage for pedestrian and bicycle routes that link to key destinations in the Greater Mount Pleasant Area and Isabella County

Goal Two: Advance community health

Objectives:

- a) Reduce automobile dependency
- b) Reduce obesity due to physical inactivity
- c) Provide more active recreation opportunities (such as off-road trails)
- d) Increase the number of people walking and bicycling especially for daily transportation trips such as commuting and errands
- e) Improve air quality (such as reducing CO₂ emissions)

Goal Three: Improve bicycle and pedestrian safety**Objectives:**

- a) Reduce the number of bicycle and pedestrian crashes
- b) Maintain non-motorized facilities such that they are safe to use in a cost effective manner
- c) Improve the education of motorists in regards to pedestrian and bicyclist issues
- d) Improve the education of pedestrians and bicyclists in regards to rules of the road, motorists concerns and safe travel
- e) Improve the safety of pedestrians and bicyclists at existing busy road intersections
- f) Provide safe options to cross the road between existing signalized intersections
- g) Provide appropriate lighting along non-motorized routes
- h) Utilize current best practices in the design of non-motorized facilities and update standard plans and details to incorporate best practices

Goal Four: Institute changes that lead to a bicycle and pedestrian friendly community**Objectives:**

- a) Establish family friendly non-motorized facilities (such as neighborhood routes to parks and schools)
- b) Provide more bike parking and a range of bike parking options (such as downtown, shopping centers, including some that are covered and secured)
- c) Create and distribute a guide map that shows pedestrian and bicycle facilities and recommended walking and biking routes
- d) Enhance the sense of community through increased social interaction between non-motorized transportation users
- e) Provide bike racks on buses
- f) Improve the aesthetics of the area's transportation system (such as by adding street trees, decorative lighting, benches etc.)
- g) Establish performance benchmarks and track progress in the implementation of facilities, programs and policies as well as non-motorized use and crashes
- h) Participate in active transportation recognition programs to track community progress in comparison to peer communities