

5. Goals, Objectives and Policies

In order to produce an implementable plan, it is necessary to have an overarching set of goals that are supported by specific objectives and policies. These goals, objectives and policies help guide the overall recommendations of the plan and emerged from the planning process including public input.

5.1 Goals

Goals are broad statements that express general public priorities. Goals are formulated based on the identification of key issues, opportunities and problems that impact bicycling and pedestrian issues in the Village.

- Establish and maintain a safe, comprehensive and integrated bicycle and pedestrian trail network that encourages the use of bicycles and walking for commuting, recreation and other trips.

5.2 Objectives

Objectives are more specific than goals and are usually attainable through strategic planning and implementation activities. Implementation of an objective contributes to the fulfillment of a goal.



1. Provide a network of facilities that meets the transportation and recreation needs of users and links neighborhoods, schools, parks, employment centers and other key destinations.
2. Provide robust support facilities including bicycle parking, route signage and lighting that encourage commuter and recreational usage.
3. Provide a safe and easy to use bicycle and pedestrian network.
4. Maintain bicycle and pedestrian trails and support facilities to a level that provides safe, comfortable and convenient usage for users.
5. Increase enforcement of traffic violations by street users so as to reduce the number and severity of motor vehicle, bicycle and pedestrian crashes.
6. Provide safe bicycling and walking education to local children, teens and adults.
7. Conduct encouragement activities such as Bike to Work Week throughout the year to increase participation in bicycle commuting and recreation.
8. Ensure that relevant Village policies encourage and support bicycling and walking.

5.3 Policies

Policies are rules and courses of action used to ensure plan implementation. Policies often accomplish a number of objectives.

Facilities, Operations, and Maintenance

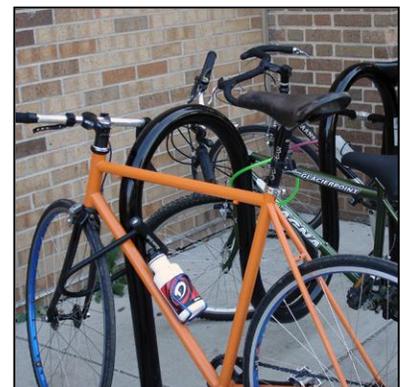
1. In the planning, design and operation of transportation facilities, bicyclists and pedestrians should be included as a part of the public participation process.
2. New and reconstructed arterial streets shall include bike lanes, wide curb lanes or paved shoulders, whenever possible.
3. New and reconstructed collector streets shall include bike lanes, although bike routes may be substituted in specific instances after consideration of traffic speeds and volumes, route continuity, nearby bicycle facilities and adjoining land uses, whenever possible.
4. As bicycles are legal users of the road, off-street bicycle facilities (paths or trails) should be provided as a *supplement* to on-street facilities.
5. Sidewalks should be included in all new development or redevelopment projects and new and reconstructed streets that have an urban cross section, when appropriate.
6. Include pedestrian actuation signals and count-down timers at all signalized street crossings with pedestrian facilities, including shared-use paths, at either side of the street.
7. Provide bicycle signal detectors per State standards at all new signalized intersections with bike lanes and, if feasible, when modifying existing signalized intersections with bike lanes.
8. Meet or exceed standard design guidelines on all new bicycle and pedestrian facilities; bring existing facilities that do not meet those standards up to standard as funding allows. The primary resources for these design guidelines are the Wisconsin Bicycle Facility Design Handbook, the WisDOT Facilities Development Manual (FDM), the Manual of Uniform Traffic Control Devices (MUTCD) and the AASHTO Greenbook.
9. Maintain Village bicycle and pedestrian facilities to a safe and comfortable level. Maintenance should include frequent sweeping to remove hazards, immediate plowing after snowfall and prompt attention to potholes and other hazards as funding allows.
10. Develop guidelines for routine and long-term maintenance of off-street bicycle and pedestrian paths.
11. Replace sewer or other drainage grates that are not safe for bicycle operation as funding allows.

Support Facilities

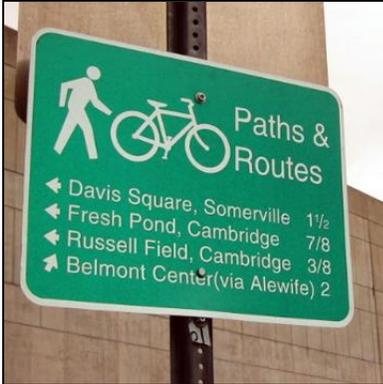
12. Provide short-term bicycle parking (racks) at destination locations throughout the Village including retail and recreation areas, parks, schools, and employment centers.
13. Promote bicycle parking in all new commercial, industrial and multi-unit housing developments.
14. Include support facilities along bicycle and pedestrian paths. Such facilities may include trailhead parking lots, route map displays, rest areas/benches, drinking water, bike racks, restrooms and lighting where deemed necessary for safety.



Wide paved shoulders provide space for pedestrians and cyclists on rural roads.



Providing or requiring short-term bicycle parking at destination locations can encourage bicycle use for transportation.



Directional signage, like this in the Boston area, can aid cyclists in finding destinations.

15. Consistently sign on-street and off-street bicycle and pedestrian facilities to provide users with directional and distance information; on-street signage should comply with the Wisconsin Bicycle Facility Design Handbook and the Manual of Uniform Traffic Control Devices.
16. Work with adjoining communities to ensure that the bicycle and pedestrian network connects to facilities in those communities.
17. Work with Kenosha County and WisDOT to include and implement bicycle facilities on all projects within the Village that fall under County or State jurisdiction.
18. Conduct regular bicycle and pedestrian counts around the Village. Require bicycle and pedestrian counts in all manual traffic counts conducted for specific projects.

Education and Encouragement

19. Include at least one piece of bicycle or pedestrian education at least quarterly in the Village newsletter.
20. Provide bicycle and pedestrian safety and education materials on the Village webpage.
21. Form a Safe Routes to School (SRTS) Committee to develop and implement a SRTS plan and apply for federal, State-administered funding.
22. Provide bicycle and pedestrian education to all students enrolled in public and private schools located in the Village through a Safe Routes to School program.
23. Provide Village police officers with educational materials on bike issues by offering Wisconsin Pedestrian & Bicycle Law Enforcement Training Course on a biennial basis.
24. Adopt Bike to Work Week as a Village-sponsored event, helping with promotion and encouragement of biking.

Enforcement

25. Request that the Village Police Department allocate more time to enforcement of traffic violations, particularly failure to stop/yield violations, speeding and safe passing distance violations.

Funding

26. Pursue funding for bicycle and pedestrian facilities and resources from federal, State and local sources.
27. Apply for federal funding for Safe Routes to School and other bicycle education programs targeted at students.