

## **GOALS, OBJECTIVES, AND EVALUATION MEASURES**

The Tallahassee-Leon County MPO is developing its first Bicycle and Pedestrian Master Plan, a 20-year plan that provides guidance for the development of facilities and programs to improve safety, connectivity and comfort for pedestrians and bicyclists as an essential element of the countywide transportation system. The Master Plan will be incorporated into the MPO's Long Range Transportation Plan and the Tallahassee-Leon County Comprehensive Plan as a guide for development of a system of facilities, programs and coordinated efforts to enhance the walking and cycling environment throughout the county.

This memorandum presents an important component of the Bicycle and Pedestrian Master Plan: the development of goals, objectives and evaluation measures. These goals and objectives are an important guide for bicycle and pedestrian system improvements. They reflect coordination with the Tallahassee-Leon County Comprehensive Plan and the MPO's adopted 2020 Long Range Transportation Plan, as well as various other documents reviewed during the study process. Most importantly, the goals and objectives reflect public input from workshops, interviews with community stakeholders and other public forums and meetings.

The foundation for the development of the goals, objectives, and evaluation measures is a set of guiding principles developed through the public participation process:

- **GET SEEN:** Increase the visibility, legitimacy and safety of non-motorized travel through an interconnected, well-defined system and a consistent education program.
- **GET THERE:** Support local land use objectives and linkages to schools, parks, and shopping.
- **GET TO WORK:** Prioritize access to jobs and economic development.
- **GET OUT OF TRAFFIC:** Mitigate traffic congestion and expand travel choices.
- **GET FIT:** Improve public health by encouraging increased physical activity for all ages.

Goals and objectives are grouped into several broad categories: engineering (facilities and development of supportive land uses), coordination, education, encouragement and enforcement. The evaluation measures are to be used for two primary purposes: 1) assist in the development of the Master Plan recommendations and selection of priority projects, and 2) measure the progress toward achieving the goals and objectives over time. Taken as a whole, this document shows how education, encouragement, enforcement and engineering can combine to create a truly livable capital community that can serve as an important showcase for all of Florida.

Topic: Facilities	Objectives	Evaluation Measures
<p>Goal I. Develop and maintain a signature bicycle and pedestrian system designed to increase the mode share of non-auto travel choices.</p>	<p>A. Create a unified pedestrian and bicycle network that provides continuous facilities linking major activity areas countywide, with downtown Tallahassee a hub for a the regional network</p> <p>B. Establish linkages between all off-road trails in the county via on- or off-road facilities</p> <p>C. Plan the installation of bicycle facilities, where feasible, as part of all new roadway widenings and resurfacing projects. Additional consideration will be made to maintenance projects that lend themselves to the creation of bicycle facilities or amenities as part of another project (e.g., constructing culverts on open ditches for the provision of bicycle lanes).</p> <p>Increase the ratio of sidewalk miles to non-interstate roadway miles to 33 percent overall.</p> <p>Undertake routine maintenance of the bicycle and pedestrian network facilities, such as sweeping, pavement markings and infrastructure repair.</p>	<ol style="list-style-type: none"> <li>1. Miles of local streets with sidewalks</li> <li>2. Establish connectivity standards for new development and redevelopment</li> <li>3. Number of colored crosswalk or bike lane applications</li> <li>4. Establish non-auto performance objectives for development occurring within designated pedestrian-bicycle corridors.</li> </ol>
<p>Goal II. Increase the visibility of walking and bicycling in Tallahassee and Leon County</p>	<ol style="list-style-type: none"> <li>A. Establish a countywide wayfinding signage system, with specific treatments for the downtown / university areas</li> <li>B. Retrofit two intersections per year to increase pedestrian safety, convenience and comfort at high traffic locations.</li> <li>C. Adopt and use bike and pedestrian design guidelines to support development review</li> </ol>	<ol style="list-style-type: none"> <li>1. List of places for application of special treatments, and number of treatments completed.</li> <li>2. Adoption of bicycle- and pedestrian-friendly design guidelines into the Land Development Code.</li> </ol>

Goal III. Improve connections between various modes and logical destinations	<p>A. Link bicycle and pedestrian facility improvements with existing and planned transit services – particularly between activity/employment centers and residential, commercial and institutional land uses in the Central City and Southern Strategy Areas.</p> <p>B. Establish intermodal connections at community focal points to enhance non-automobile accessibility</p>	<ol style="list-style-type: none"> <li>1. Frequency of service for buses within ¼ mile of a bicycle route or signed facility.</li> <li>2. Percentage of TalTran routes within ¼ mile of bicycle routes</li> <li>3. Number of bikes on buses (monthly and annually)</li> </ol>
Goal IV. Increase safety for all age groups	Reduce the number of pedestrian- and bicycle-related crashes and fatalities	
<b>Topic: Coordination</b>	<b>Objectives</b>	<b>Measures</b>
Goal I. Improve coordination and consistency of education, encouragement and enforcement activities.	<p>A. Establish network of key agencies &amp; organizations that meet regularly and communicate effectively to share initiatives to educate, encourage, and enforce safe, effective bicycle and pedestrian transportation.</p>	<ol style="list-style-type: none"> <li>1. Initial symposium held, followed by at least one meeting per year of entire group, plus additional working subgroup meetings</li> <li>2. Contact persons designated for each agency/organization</li> <li>3. Agreements and plans of action to work together on specific projects</li> </ol>
	<p>B. Ensure resources of time, personnel and funds effectively shared and coordinated.</p>	<ol style="list-style-type: none"> <li>1. Communication system established and used frequently</li> <li>2. Projects completed and catalogued, such as publications, events and jointly funded projects.</li> </ol>
<b>Topic: Education</b>	<b>Objectives</b>	<b>Measures</b>
Goal I. Educate children and young people on safe, effective bicycle & walking	<p>A. Incorporate bicycle &amp; pedestrian information into a consistent program of classroom &amp; experiential education curricula that continues each year at elementary, middle &amp; high school levels</p>	<ol style="list-style-type: none"> <li>1. Teachers Resource Guide developed, distributed, and used by schools, youth agencies and organizations as appropriate (after-school programs, Boys &amp; Girls Clubs, etc). (tracking of use is done through school reps on Coordinating Framework)</li> <li>2. Effective Cycling course initiated for high</li> </ol>

		<p>school students.</p> <p>3. Bicycle &amp; pedestrian safety information incorporated into traffic safety and driver’s education programs.</p> <p>4. Position within school staff established to serve as a point of contact and coordinator for bicycle &amp; pedestrian education and activities.</p>
	B. Increase effectiveness of bicycle & pedestrian safety programs and events	<p>1. At least one presentation is held by local law enforcement at each elementary and middle school per year.</p> <p>2. At least two community bicycle rodeos and/or youth walking events are held per year.</p>
Goal II. Educate university students on bicycle & walking options	A. Expand Seminole Safety Guide to include maps and related information promoting bicycling & walking	1. Updated safety and/or route guide published & distributed
	B. Reinstitute FSU Bicycle & Pedestrian program through coordination with student government & health organizations	1. Program initiated with new goals, leadership and funding
	C. Establish partnership of FSU, FAMU, and TCC with MPO to coordinate education projects.	1. Partnership and specific plan of activities initiated.
Goal III. Educate working age adults about bicycle & pedestrian transportation options.	A. Establish network of major employers to promote and encourage walking & cycling among employees.	<p>1. Information materials tailored to bicycle/pedestrian commuting published &amp; distributed to at least 10 major employers.</p> <p>2. Initial forum of key employers held, contact persons identified at each employment site, agreement established to a joint bicycle &amp; walking commuter goal.</p>
	B. Involve parents of school-aged children in school or PTO-sponsored bicycle & pedestrian education projects.	1. At least one parent involvement project designed, initiated, and tracked with network of school participants in Coordinating

		Framework.
	C. Establish an annual media campaign or communications strategy to raise awareness about cycling, walking and public health.	1. MPO and local government communications officers put together campaign and distribute press packets, timed to coordinate with major annual bicycle and pedestrian event.
Goal IV. Educate senior citizens about bicycle & pedestrian transportation options.	A. Incorporate bicycle and pedestrian education materials and projects into Elder Ready Community initiative, and distribute through other appropriate venues.	1. Materials compiled and/or developed and distributed through at least five appropriate venues (senior centers, fitness programs, etc).
Goal V. Educate local cyclists and walkers/ runners on safety.	A. Organize and provide information on safe cycling through programs such as Effective Cycling courses. B. Incorporate safety information in running and walking programs and materials.	1. Hold at least one Effective Cycling course per year with at least 20 participants, advertised through network of employers, schools, CCC contacts, fitness clubs and other venues. 2. Through partnerships of local law enforcement and community groups such as the Gulf Winds Track Club and local school track programs, identify and expand upon safety information provided through training programs and newsletters.
<b>Topic: Encouragement</b>	<b>Objectives</b>	<b>Measures</b>
Goal I: Increase bicycle & pedestrian related community events and programs	A. Increase targeted bicycle & pedestrian promotion in events such as Commuter Choices Week and Walk to School Day.	1. Bicycle & pedestrian materials and response increased through existing events.
	B. Initiate additional community-wide events such as Bike to Work Day or a “Strive Not To Drive” week of events that focus on bicycle and walking to promote public health and auto independence. These should be	2. At least one new annual event initiated.

	organized and timed to complement existing events such as Commuter Choices Week and Springtime Tallahassee, such that the bicycle/pedestrian message is not overshadowed or diluted by publicity on other topics.	
	C. Organize University “Walk-In” type campaign.	3. Annual event initiated through partnership of FSU, FAMU, and TCC, or with FSU launching the effort for other universities to join.
	D. Organize Safe Routes (Ways) to School program	4. Safe Routes program organized and piloted at one school (year one), growing to five schools within three years.
	E. Organize adopt-a-sidewalk, bus stop, and/or trail programs.	5. Programs initiated and funded with community groups.
	F. Identify & expand network of facilities for bike commuters such as lockers & showers at employment sites & fitness centers.	6. Employers and fitness centers participate in creating information about existing facilities and providing new ones.
	G. Promote cycling and walking in economic development and eco-tourism initiatives	
Goal II: Establish City-County commitment to become national model city for biking & walking.	A. Adopt proclamation or resolution expressing commitment to community-wide health and quality of life through excellence in supporting walking and cycling.	1. Resolution adopted.
	B. Identify and share information & experiences with sister cities, especially state capitols.	1. Sister cities identified & contacted 2. Information-exchange initiated, including at least one field trip for City officials to view a model project in another city.

	C. Achieve a Bicycle Friendly Community Designation.	<ol style="list-style-type: none"> <li>1. Application submitted</li> <li>2. Designation achieved.</li> </ol>
	D. Implement an award-winning program (School Recognition and/or community-wide Active Lifestyle) in response to the new President’s Challenge for Physical Fitness ( <a href="http://www.fitness.gov">www.fitness.gov</a> )	<ol style="list-style-type: none"> <li>1. Program designed and initiated.</li> <li>2. Award designation submitted and achieved.</li> </ol>
	E. Sponsor civic art and design projects to promote pedestrian-and bike-friendly spaces.	<ol style="list-style-type: none"> <li>1. Partnership with local arts organizations established.</li> <li>2. Funding established through local and grant sources to support at least two new projects per year.</li> </ol>
<b>Topic: Enforcement</b>	<b>Objectives</b>	<b>Measures</b>
Goal I: Improve physical and perceived safety for walking and cycling within the entire community.	A. Reduce real and perceived dangers to walking and cycling through physical improvements to streets and intersections as well as neighborhood improvements using principles of existing program on Crime Prevention Through Environmental Design (CPTED).	<ol style="list-style-type: none"> <li>1. Traffic calming and other speed-reduction projects on key streets.</li> <li>2. Safety improvements at key intersections.</li> <li>3. CPTED improvements made within communities and neighborhoods, such as design, landscaping and maintenance of trails and bicycle/pedestrian facilities.</li> </ol>
	B. Expand partnerships of community groups with local law enforcement agencies to increase awareness and solutions to safety issues.	<ol style="list-style-type: none"> <li>1. Police presence and/or “eyes on the street” increased on key routes to schools and work places.</li> <li>2. Partnerships and programs established to educate and encourage dialogue among cyclists, pedestrians, motorists and police officers about rights, rules, and appropriate responses to incidents involving conflicts between cars, bikes, and pedestrians.</li> </ol>

	<p>C. Improve community-wide signage and other wayfinding strategies for trails, sidewalks, and bike routes.</p>	<ol style="list-style-type: none"><li>1. Establish and implement a system of signage and markings throughout the community that draws attention to the bicycle and pedestrian network and makes it easy for riders and walkers to plan their routes.</li><li>2. Update and widely distribute existing maps, and create special area maps such as a downtown walking guide and safe cycling and walking maps/guides placed at hotels, airports and parks encouraging residents and visitors to travel by foot or bike. These could including information about, and be sponsored by, local bike and running shops.</li></ol>
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