



## CHAPTER 4 – VISION, GOALS AND OBJECTIVES

Defining a vision, goals, and objectives creates the structure for a plan. To develop the vision for this Plan, the team reviewed the 2012 MPO Comprehensive Pathways Plan and other similar plans and considered public, Board, committee, and stakeholder group input. The following vision statement was used to guide the development of the Plan’s goals, objectives and strategies.

### Vision

***To provide a safe and comprehensive bicycle and pedestrian network that promotes and encourages community use and enjoyment.***

Safety and a comprehensive or connected network are the two cornerstones of the Plan. Public feedback indicated that safety and making biking and walking more accessible and interconnected should be primary emphasis points. This interest is supported by travel trends and by current research showing that if there are safe and accessible facilities, whether for walking or for biking, people will use them. With this and the future in mind, the vision for this Plan was developed. The vision and the goals and objectives are consistent with the priorities identified in the 2040 Long Range Transportation Plan (LRTP) and will be incorporated into the 2045 LRTP.

### Goals

Goals, as shown in Table 6, were developed by reviewing local, state and national Best Practices, goals in similar plans including the 2012 MPO Comprehensive Pathways Plan, and with consideration of public and committee input. Though similar to the previous plan, the importance of safety, equity (Environmental Justice), and community health have been increased in this Plan. The goals became the basis for the development of strategies, policies and project prioritization criteria discussed in Chapter 7.

**Table 6. Goals and Strategies**

Goal	Strategy
Safety	Increase safety for people who walk and bicycle in Collier County.
Connectivity	Create a network of efficient, convenient bicycle and pedestrian facilities in Collier County.
Equity/Livability	Increase transportation choice and community livability through development of an integrated multimodal system.
Health	Increase total miles of bicycle and pedestrian facilities and encourage local governments to incorporate Complete Streets principles in road planning, design, and operations
Economy	Promote tourism and economic opportunities by developing a safe, connected network of biking and walking facilities.
Environment	Protect the environment by promoting walking and bicycling for transportation to reduce congestion, reduce the need for costly expansion of road and highway systems, and reduce our nation’s dependence on foreign energy sources



### *Objectives and Strategies*

Goals can be general and lofty, but objectives and strategies need to be specific enough to help make measurable progress towards meeting the goals. The following objectives and strategies were identified to help achieve the goals developed for this Plan and to provide sufficient flexibility in the implementation of the Plan.

## **1. Safety – Increase safety for people who walk and bicycle in Collier County.**

### *Objectives:*

- Reduce the number and severity of bicycle crashes.
- Reduce the number and severity of pedestrian crashes.

### *Strategies:*

- Identify high-crash locations for RSAs. Projects identified in RSAs will be a high priority for funding.
- Collaborate with law enforcement to develop and deploy enforcement/education campaigns.
- Work with FDOT and law enforcement agencies to seek funding for High Visibility Enforcement (HVE) for pedestrian and bicycle safety.
- Adopt a Complete Streets Policy and work with local governments and the County to develop and adopt their own Complete Streets policies.
- Work with FDOT, MPO member entities, and other transportation agencies to reduce the number of crashes, particularly those with severe or fatal injuries.

## **2. Connectivity – Create a network of efficient, interconnected, and convenient bicycle and pedestrian facilities in Collier County.**

### *Objectives:*

- Fill in gaps in the existing bicycle and pedestrian network.
- Provide a variety of bikeways and pedestrian facilities connected to transit stops and along transit routes.
- Provide a variety of bikeways and pedestrian facilities connected to parks, schools, downtowns, and employment centers.

### *Strategies:*

- Actively pursue multiple sources of funding to implement the Plan.
- Use Transportation Management Area (TMA) funds for a wide range of project types.
- Coordinate with MPO member entities and FDOT to complete network gaps that may be completed during roadway widening or reconstruction or infrastructure projects.

*TMA funds are distributed from State DOTs to MPOs with populations over 200,000. TMA funds are prioritized by the MPO in conjunction with the State DOT.*



- Coordinate with MPO member entities and FDOT to complete gaps during resurfacing projects.
- Prioritize bicycle and pedestrian projects in areas that will impact the greatest number of people.

### 3. Equity/livability – Increase transportation choice and community livability through the development of an integrated multimodal system.

#### *Objectives:*

- Provide safe biking and walking conditions in areas of Collier County that are underserved or transit-dependent.
- Provide a variety of bikeways and pedestrian facilities connected to destinations.
- Provide a variety of bikeways and pedestrian facilities connected to transit.

#### *Strategies:*

- Support Collier Area Transit (CAT) by coordinating bicycle and pedestrian facilities and ADA improvements with bus routes and transfer centers.
- Identify and select projects that support the safe, convenient, and accessible use of transit.
- Prioritize bicycle and pedestrian projects in areas that will impact the greatest number of people.
- Identify and select projects that allow safe, convenient access to areas of high employment.
- Identify and select a proportion of projects that address the needs in EJ communities/areas.
- Adopt a Complete Streets policy.

### 4. Health – Encourage health and fitness by providing a safe, convenient network of facilities for walking and biking.

Being either obese or overweight increases the risk for many chronic diseases (e.g., heart disease, type 2 diabetes, certain cancers, and stroke). Reversing the Collier County obesity epidemic requires a comprehensive approach that uses policy and environmental change to transform communities into places that support and promote healthy lifestyle choices for all Collier County residents. Lack of access to safe places to play and exercise contributes to the increase in obesity rates by inhibiting or preventing healthy active living behaviors. The objectives and strategies listed below are supported by the Florida Department of Health and are based on the Centers for Disease Control and Prevention’s “Recommended Community Strategies and Measurements to Prevent Obesity in the United States”.<sup>14</sup>

#### *Objectives:*

- Increase physical activity or limit sedentary activity among children and youth.
- Create safe communities that support physical activity.

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<sup>14</sup> Centers for Disease Control and Prevention. “Recommended Community Strategies and Measurements to Prevent Obesity in the United States,” July 24, 2009, <https://www.cdc.gov/mmwr/preview/mmwrhtml/rr5807a1.htm>. Suggested measurements #17, #18, #23.



*Strategies:*

- Increase total miles of designated Shared Use Paths and bike lanes relative to the total street miles (excluding limited access highways) maintained by a local jurisdiction.
- Increase total miles of paved sidewalks relative to the total street miles (excluding limited access highways) maintained by a local jurisdiction.
- Local government has a policy for designing and operating streets with safe access for all users that includes at least one element suggested by the National Complete Streets Coalition (<http://www.completestreets.org>).

In all-user street design policies, such as the Complete Streets program, local governments incorporating at least one of the following elements in a policy will enhance traffic safety and promote healthy lifestyle choices:

- Specifies that “all users” includes pedestrians, bicyclists, transit vehicles and users, and motorists of all ages and abilities.
- Aims to create a comprehensive, integrated, connected network.
- Recognizes the need for flexibility—that all streets are different and user needs will be balanced.
- Is adoptable by all agencies to cover all roads.
- Applies to both new and retrofit projects, including design, planning, maintenance, and operations for the entire right-of-way.
- Makes any exceptions specific and sets a clear procedure that requires high-level approval of exceptions.
- Directs the use of the latest and best design standards.
- Directs that Complete Streets solutions fit within the context of the community.
- Establishes performance standards with measurable outcomes.

**5. Economy – Promote tourism and economic opportunities by developing a safe, connected network of biking and walking facilities.**

*Objectives:*

- Improve bikeability to destinations.
- Support bicycle and pedestrian access to jobs.
- Improve connections to lively pedestrian environments.

*Strategies:*

- Coordinate with local agencies to develop a wayfinding and directional signage program.
- Identify and select projects that allow safe, convenient access to areas of high employment.
- Work with local agencies to identify projects that facilitate pedestrian access to areas of employment and recreation.
- Collaborate with local agencies to identify opportunities for amenities (e.g., bike parking, benches, street trees).



6. Environment – Protect the environment by promoting walking and bicycling for transportation to reduce congestion, reduce the need for costly expansion of road and highway systems, and reduce our nation’s dependence on foreign energy sources

*Objectives:*

- Provide an accessible, connected network.
- Connect to destinations such as retail or service, making short distance trips on foot or by bike appealing.
- Plan, design, and construct bicycle and pedestrian facilities in a manner that minimizes any negative environmental impacts and maximizes positive impacts.

*Strategies:*

- Fill gaps in the network to create better connections and minimize the disruption in travel.
- Work with agencies to improve intersections and create safe crossing opportunities.