

## 12 GOALS AND OBJECTIVES

### 12.1 Definitions

The formulation of goals and objectives determines what direction planning efforts should take, independent of timeframe and individual projects.

A **goal** is defined as an end state that implementing the Active Choices Plan will bring about.

**Objectives** are sub-goals that help organize the Plan's implementation into measurable and manageable parts.

**Performance measures** help agencies track each objective's progress over time.

### 12.2 Status Report

Champaign County Regional Planning Commission staff and the Greenways & Trails Technical Committee analyzed the 2004 Greenways & Trails Plan goals and objectives to determine the progress made since finalizing that plan. Of the 28 objectives, **20 were either met or in progress, leaving only 8 as unmet**. Appendix 4 contains the full status report.

### 12.3 Updated Goals and Objectives

The Greenways & Trails Technical Committee has updated and developed seven principal goals for the Active Choices Plan. Each table shows the themes, goal, objectives, performance measures, strategies, and parties responsible for implementation.

<b>Themes: Accessibility, Connectivity</b>			
<b>Goal 1:</b> All Champaign County residents will be provided with a system of bikeways, bicycle routes, pedestrian paths, trails, and other greenways that provides connections between residences, schools, workplaces, other travel modes, major activity centers, and recreational sites.			
<b>Objectives</b>	<b>Performance Measures</b>	<b>Strategies</b>	<b>Responsible Parties</b>
1. Increase the mileage of bicycle and pedestrian facilities in Champaign County by 70 miles by 2020, as calculated by the number of proposed trail and bikeway miles submitted by local agencies for this plan.	Miles of trails and bikeways installed	A. Identify “missing links” in the overall system.	GT member agencies, private parties, developers
		B. As a committee, identify funding sources for priority projects.	GT member agencies, private parties, developers
		C. Prioritize those projects that are likely to be funded.	GT member agencies, private parties, developers
2. Complete an Open Space Level of Service analysis for five member agencies by 2020 in order to increase the acreage of parks and greenways in Champaign County.	Number of Open Space Level of Service analyses completed per year	A. Perform a level of service analysis on parks and open spaces by agency as per NRPA guidelines to determine the local supply and demand of such spaces.	GT member agencies, private parties, developers
	Acreage of parks and greenways added to the Champaign County GT system	B. As a committee, identify funding sources for priority projects.	GT member agencies, private parties, developers
3. Based on public input received, increase the number and types of recreational facilities in Champaign County that meet public desires by 2020.	Number of public inquiries received regarding new and new types of recreational facilities	A. Based on public perception and need, identify types of recreational facilities that are currently not available and for which there is a market in our communities.	GT member agencies
	Number of new recreational facilities	B. Actively support community efforts to bring recreational trails and facilities to our area.	GT member agencies
4. Add at least 10 multi-modal connection points in the trail and bikeway system by 2020.	Number of bike racks at transit shelters	A. Install bike racks at all transit shelters identified as appropriate locations for bike parking.	GT member agencies, developers
	Number of new multi-modal connection points	B. Develop an implementation schedule for creating multi-modal connections.	GT member agencies, developers

Objectives	Performance Measures	Strategies	Responsible Parties
5. Complete at least 10 missing links in the trail and bikeway system by 2020.	Number of trail and bikeway system links connected	A. Identify gaps between trails that can be connected with the implementation of trails, bike lanes or bike routes.	GT member agencies, developers
		B. Study the feasibility of implementing bicycle routes in Champaign-Urbana.	GT member agencies, developers
		C. Identify "dead end" shared-use paths, bikeways and bike lanes.	GT member agencies, developers
6. Enhance the Greenways and Trails system by linking popular activity centers via non-vehicle infrastructure for all Champaign County.	Number of new non-vehicular pathways to major activity centers	A. Retrofit transportation corridors with bikeways and multi-use paths, especially in heavy traffic areas.	GT member agencies, private parties, developers, businesses
	Number of grant applications submitted	B. Seek grant funding sources for those linkages identified and prioritized in this plan.	GT member agencies, private parties, developers, businesses
7. Increase the number of non-vehicular connections between rural recreational areas and major population centers by at least 15 miles by 2020, as calculated by the number of proposed trail miles submitted by local agencies for this plan.	Number of new miles of trails in rural (i.e. unincorporated) areas	A. Identify connections that are underserved by pedestrian and bicycle paths.	GT member agencies, private parties, developers
		B. Prioritize those connections lacking in pedestrian and bicycle facilities.	GT member agencies, private parties, developers
		C. Seek funding for constructing those linkages.	GT member agencies, private parties, developers
		D. Form partnerships between roadway jurisdiction agency and agencies responsible for building and maintaining greenway space.	GT member agencies, private parties
8. Increase the mileage of bicycle and pedestrian facilities in five low-income areas by 2020.	Miles of new trails and bikeways in Census-defined low-income areas	A. Identify neighborhoods that are underserved by pedestrian and bicycle paths.	GT member agencies
		B. Prioritize those areas lacking in pedestrian and bicycle facilities.	GT member agencies, private parties, developers
		C. Seek funding for constructing those linkages.	GT member agencies, private parties, developers

<b>Themes: Safety, User-Friendliness</b>			
<b>Goal 2:</b> All Champaign County residents will be provided with a greenways and trails system that emphasizes safety and user-friendliness.			
<b>Objectives</b>	<b>Performance Measures</b>	<b>Strategies</b>	<b>Responsible Parties</b>
1. Reduce the total number of modal conflicts in the trail and bikeway network by 5 by 2020.	Number of locations identified with modal conflicts	A. Identify locations with modal conflicts between bicyclists, pedestrians, and other users of the transportation system.	GT member agencies
	Number of modal conflicts reduced	B. Prioritize locations with modal conflicts for improvement.	GT member agencies
	Number of grant applications submitted	C. Seek funding to improve locations with modal conflicts.	GT member agencies
2. Increase pedestrian safety by maintaining and augmenting street light systems in 5 areas with trails or bikeways by 2020 per municipal code.	Number of areas near trails or bikeways identified without street lights	A. Identify areas near bicycle and pedestrian facilities without street lights.	Municipalities
	Number of areas with new street lights installed near trails or bikeways	B. Prioritize areas near bicycle and pedestrian facilities to receive street light improvements.	Municipalities
	Number of grant applications submitted	C. Seek funding to install street lights near bicycle and pedestrian facilities.	Municipalities
3. Increase user-friendliness of the trails system by installing signs as shown in the Design Guidelines on 10 trails or bikeways by 2020.	Number of Greenways & Trails signs installed	A. Implement design guidelines in all new trail development.	GT member agencies, developers

Objectives	Performance Measures	Strategies	Responsible Parties
<p>4. Identify urban areas that could be designed for walkability and other non-vehicular travel by following local and state Complete Street policies.</p>	<p>Number of urban areas that are developed or retrofitted to be more walkable</p>	<p>A. Support the study and implementation of Traditional Neighborhood Development practices, which foster walking and alternative transportation modes over the personal vehicle.</p>	<p>GT member agencies, developers</p>
		<p>B. For all new commercial establishments, require pedestrian and bicycle connections to adjacent establishments, public streets and planned bicycle and pedestrian facilities.</p>	<p>GT member agencies, developers</p>
		<p>C. Retrofit existing infrastructure for bicycles and pedestrians.</p>	<p>GT member agencies, developers</p>
<p>5. Increase pedestrian safety by minimizing cut-through motorized vehicular traffic on 5 residential streets by 2020.</p>	<p>Number of streets where cut-through motorized traffic has been minimized</p>	<p>A. Support the study and implementation of traffic calming improvements where warranted.</p>	<p>Municipalities, neighborhood/homeowner organizations, developers</p>
		<p>B. In new residential developments, require street layouts and traffic controls that discourage speeding and high through-traffic volumes (i.e. design streets to calm traffic).</p>	<p>Municipalities, neighborhood/homeowner organizations, developers</p>
		<p>C. Encourage adoption of Pedestrian Safety Action Plans by the University of Illinois, City of Urbana, and City of Champaign.</p>	<p>GT member agencies</p>

Objectives	Performance Measures	Strategies	Responsible Parties
6. Increase pedestrian safety by improving markings and signage at at least 5 intersections by 2020.	Number of intersections with improved pedestrian markings	A. Create a standardized crosswalk marking system throughout Champaign-Urbana, using the University District as a model.	Municipalities
		B. Identify intersections with pedestrian safety issues.	Municipalities
	Number of intersections with improved pedestrian signage	C. Standardize installation locations of accessible pedestrian signage, pedestrian push buttons, and related signage.	Municipalities
		D. Adopt policies that require "no right turn on red" for high pedestrian and bicycle traffic areas.	Municipalities
7. Improve pedestrian and bicycle related signage in 10 locations adjacent to bikeways, paths and trails by 2020.	Number of locations where signage has been installed or improved	A. Provide trail and path information such as display maps, trail distance, park amenities, etc.	GT member agencies
8. Design and build bicycle facilities for all types of bicyclist travelers.	Mileage of new bikeway installation by bikeway type	A. Support bicycle commuters by monitoring new road planning and construction and ensuring adequate space and signage for bicyclists.	GT member agencies, developers
		B. Support the creation of bikeways and designated bike lanes in high bicycle traffic areas.	GT member agencies
		C. Ensure that pedestrians are considered during the planning process for road construction and repair.	GT member agencies

Themes: Efficiency, Mobility, Convenience			
Goal 3: All Champaign County residents will be provided with a greenways and trails system that emphasizes efficiency, mobility, and convenience.			
Objectives	Performance Measures	Strategies	Responsible Parties
1. Create 5 new trail and bikeway termini in major activity centers (including residential areas) by 2020.	Number of new trail and bikeway termini in major activity centers	A. Identify major activity centers and residential areas that are lacking in trail facilities, with special attention to areas with a significant number of low-income and zero-vehicle households.	GT member agencies
		B. Seek funding for trails in those residential areas.	GT member agencies
		C. Support local efforts to implement more non-vehicular paths.	GT member agencies
2. Identify the number of users of the greenways and trails system in order to increase the number of users by 10% by 2040.	Number of system users	A. Regularly evaluate the number of system users.	GT member agencies

<b>Themes: Environment (natural)</b>			
<b>Goal 4:</b> The development and operation of greenways and trails will preserve and enhance the natural environment.			
<b>Objectives</b>	<b>Performance Measures</b>	<b>Strategies</b>	<b>Responsible Parties</b>
1. Require an "environmental friendliness" evaluation of all greenways and trails projects included in this plan by 2020.	Number of projects evaluated for environmental friendliness	A. Create a set of criteria that can be applied to all projects in the Greenways & Trails Plan based on best planning practices.	GT member agencies
		B. Improve upon any negative impacts found during evaluation through design changes, geographic location, or other options.	GT member agencies
2. GT member agencies will support other agencies' efforts toward maintaining and improving the environment in Champaign County through 5 demonstrated projects by 2020.	Number of projects shown to maintain or improve good environmental conditions	A. Support tree planting, prairie preservation and wildlife habitat conservation programs that follow acceptable management practices.	GT member agencies, environmental groups, private parties
		B. Consider habitat-fostering measures in the construction of open space facilities.	GT member agencies, environmental groups, private parties
		C. Encourage green infrastructure installation, especially in cases where green stormwater management systems can be built as part of a trail or pathway system.	GT member agencies, environmental groups, private parties
3. Add 5 connections between natural features such as bodies of water, wooded areas, and open spaces by 2020.	Number of new connections between natural areas	A. Based on inventory and analysis done for this Plan, seek financial and local support for pedestrian and bicycle access to appropriate public, non-agricultural natural areas.	GT member agencies, developers, private parties
		B. Determine what linkages can be made to those areas from the existing greenways and trails system and identify priority connections to them.	GT member agencies, developers, private parties



Objectives	Performance Measures	Strategies	Responsible Parties
4. Organize 5 educational events about the natural areas within the system by 2020 with the intention of encouraging a respect for the natural environment in users of the system.	Number of environmental education events organized	A. Support the provision of public environmental classes that target all residents, but especially children.	GT member agencies
		B. Provide facilities that promote cleanliness in greenways and trails areas such as trash bins, restrooms, hand-washing stations, etc.	GT member agencies

<b>Themes: Coordination, Implementation</b>			
<b>Goal 5:</b> Planning and implementation of all greenways and trails system projects will be done in a coordinated manner emphasizing rational and cost-effective measures that promote economic vitality of Champaign County and its residents.			
<b>Objectives</b>	<b>Performance Measures</b>	<b>Strategies</b>	<b>Responsible Parties</b>
1. Implement 5 projects using the Greenways & Trails Plan project prioritization process by 2020 in order to improve the system in a logical, cost-effective manner.	Number of projects implemented listed as High Priority in this plan	A. Utilize the Project Prioritization Checklist established during the greenways and trails planning process to prioritize implementation and fundraising efforts by member agencies.	GT member agencies
		B. Combine projects that can be geographically linked for implementation.	GT member agencies
2. Develop a coordinated greenways review process for all major new developments by 2030.	Number of major new development projects receiving greenway evaluations	A. Create a set of environmental criteria that can be applied to all major new developments based on best planning practices.	GT member agencies
		B. Improve upon any negative impacts found during evaluation through design changes, geographic location, or other options.	GT member agencies
3. Schedule quarterly meetings of the Greenways & Trails Technical Committee to discuss possible member agency projects that could benefit from having bicycle, pedestrian, and/or greenway features.	Number of Greenways & Trails Technical Committee meetings held	A. Organize regular meetings of the Greenways & Trails Technical and Policy Committees.	GT member agencies

Objectives	Performance Measures	Strategies	Responsible Parties
4. Establish and promote at least 1 greenway or trail connection from Champaign County to the central Illinois region by 2040, thus contributing to a future statewide system of greenways and trails.	Number of greenway and trail connections leading outside Champaign County	A. Pursue connections along abandoned railroad rights of way which offer significant rail-to-trail possibilities.	GT member agencies
		B. Coordinate with neighboring jurisdictions to acquire and develop abandoned railroad rights of way.	GT member agencies
		C. Support efforts to evaluate the economic impact of greenway and trail development on Champaign County.	GT member agencies
5. By 2020, 5 different grant applications will be submitted for greenways and trails projects funding as part of road, infrastructure, and new development projects as appropriate.	Number of grant applications submitted	A. Keep abreast of upcoming transportation projects and how they could contribute to the greenways and trails system.	GT member agencies
		B. Advocate for the inclusion of greenways and trails in new road projects and roadway repairs.	GT member agencies
		C. Apply for funding to enhance road repair and construction aside from allocations from local agencies.	GT member agencies

<b>Themes: Education, Promotion</b>			
<b>Goal 6:</b> Greenways and Trails member agencies will provide educational materials and information about the countywide greenways and trails system to all interested persons.			
<b>Objectives</b>	<b>Performance Measures</b>	<b>Strategies</b>	<b>Responsible Parties</b>
1. Increase awareness of greenways and trails in Champaign County by marketing the system to at least 2 groups by 2020.	Number of guides and marketing materials that mention the Greenways & Trails system	A. Promote the implementation of a marketable bike path system for the twin cities, Savoy, and the University District.	GT member agencies, Chamber of Commerce, Convention and Visitors Bureau
		B. Market the system with standardized signage, inclusion in visitor guides, web presence, and other educational materials.	GT member agencies, Chamber of Commerce, Convention and Visitors Bureau
2. The Greenways & Trails Technical & Policy Committees will develop 2 different marketing materials for the Greenways & Trails system by 2020.	Number of new marketing materials published	A. Update the Champaign County Greenways & Trails Map.	GT member agencies
		B. Create a visitor's guide promoting the County's Greenways & Trails.	GT member agencies
	Number of apps created	C. Develop a smartphone/computer application(s) with existing greenway, trail, and bikeway information.	GT member agencies, software developer(s)

<b>Themes: Quality of Life, Health</b>			
<b>Goal 7:</b> The development and utilization of greenways and trails will improve quality of life in Champaign County.			
<b>Objectives</b>	<b>Performance Measures</b>	<b>Strategies</b>	<b>Responsible Parties</b>
1. Support 5 different active living initiatives by 2020 that expand and encourage active recreation, active transportation, and community strength to improve health.	Number of active living initiatives	A. Support regular events promoting active living (e.g. Bike to Work Day, Walk 'n' Roll to School Day).	GT member agencies
		B. Support ongoing initiatives promoting active living (e.g. Healthy Champaign County, C-U Safe Routes to School Project).	GT member agencies