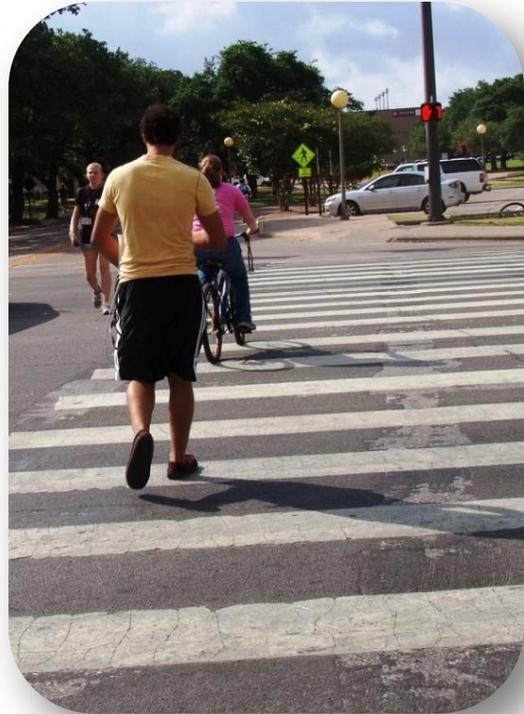


CHAPTER 4: GOALS AND STRATEGIES

The goals and strategies outlined in this chapter provide a framework for the development of the Bicycle, Pedestrian and Greenways Master Plan and the system. They were formulated from the City of College Station Comprehensive Plan and the needs assessment described in Chapter 3. The citizen engagement process, which included community meetings, focus group meetings, and an on-line survey, played a significant role in the creation of the goals and strategies presented in this chapter.

As a component of the City of College Station Comprehensive Plan, adopted in May of 2009, this Plan is consistent with its vision, goals, and strategies. Figure 4.1 provides the City of College Station Comprehensive Plan Vision Statement, which is a reflection of the community's desires for the future. The Comprehensive Plan also identifies goals and strategies in the Transportation chapter and the Parks, Greenways, and the Arts chapter. Those goals include the need to "improve mobility through a safe, efficient and well connected multi-modal transportation system designed to be sensitive to the surrounding land uses," as well as attaining and maintaining "...greenways for leisure and recreation...to achieve a high quality of life." Other important themes and goals found in the Comprehensive Plan, as well as the City Council's Strategic Plan, include the following:



- Green College Station Initiative;
 - Preservation of the natural environment – riparian areas, floodplains, and greenways protection;
 - Public land acquisition – natural features and open space preservation;
 - Interconnected multi-modal transportation system – bicycle, pedestrian, transit, and greenway connections;
 - Dense mixed-use development in appropriate areas;
 - Natural resource stewardship – conservation, preservation, and restoration; and
 - Reduction in impacts of urban runoff.
- Context Sensitive Solutions – providing flexibility in the application of the design of projects based on different standards and different transportation modes;
- City-wide safety and security;
- Destination place to live and work;
- Diverse growing economy; and
- Effective communications.

City of College Station Comprehensive Plan Vision Statement

College Station, the proud home of Texas A&M University and the heart of the Research Valley, will remain a vibrant, forward-thinking, knowledge-based community which promotes the highest quality of life for its citizens by ...

- o Ensuring safe, tranquil, clean, and healthy neighborhoods with enduring character;
- o Increasing and maintaining the mobility of College Station citizens through a well planned and constructed inter-modal transportation system;
- o Expecting sensitive development and management of the built and natural environment;
- o Supporting well planned, quality, and sustainable growth;
- o Valuing and protecting our cultural and historical community resources;
- o Developing and maintaining quality cost-effective community facilities, infrastructure, and services which ensure our City is cohesive and well connected; and
- o Pro-actively creating and maintaining economic and educational opportunities for all citizens.

College Station will continue to be among the friendliest and most responsive of communities and a demonstrated partner in maintaining and enhancing all that is good and celebrated in the Brazos Valley. It will continue to be a place where Texas and the world come to learn, live, and conduct business!

FIGURE 4.1 CITY OF COLLEGE STATION COMPREHENSIVE PLAN VISION STATEMENT

GOALS

This Plan consists of four primary goals, provided below, that will shape the bicycle, pedestrian, and greenway system. These goals are not organized by priority since they are of equal importance.

Goal #1: Improve Connectivity and Accessibility

A comprehensive system of bicycle, pedestrian, and greenway facilities that increases and improves connectivity for accessibility and mobility while accommodating all types of users. A continuous network for transportation and/or recreation that allows users to reach key destinations such as neighborhoods, parks, schools, the workplace, and shopping centers.

Goal #2: Increase Safety

A bicycle pedestrian, and greenway system and surrounding environment that is safe and secure for bicyclists and pedestrians to enjoy.

Goal #3: Increase Bicycling and Walking Outdoors

A bicycling and walking culture that motivates more people to utilize the system for its health, transportation, recreation, environmental, economic, and social benefits while reducing dependence on the automobile.

Goal #4: Encourage Environmental Stewardship

A network of open space and stream corridors including floodplain and riparian areas that is protected and restored to enhance the integrity of the natural environment and provide access for multi-use paths. As well as a reduction in man-made impacts of stream corridors to improve water quality and support wildlife and plant habitat through floodplain and storm water management.

STRATEGIES

Three strategies will be used to accomplish the goals described above. They include how the system will be developed, managed, and implemented. These strategies are organized into the remaining chapters of this Plan and are designed to accomplish each goal in some form.

System Development - Physical Improvements (Chapter 5)

- Determine the most effective, convenient, and safe locations for bicycle, pedestrian and greenway facilities that establish a connected and accessible network and close existing gaps.
- Identify greenway corridors to be protected and restored for future enjoyment.
- Develop a set of design recommendations that address bicycle, pedestrian, and greenway facilities to be used in updating the City of College Station Unified Development Ordinance (UDO), Bryan/College Station Unified Design Manual, etc. (See Appendix M: Design Considerations).

System Management (Chapter 6)

- Administrative Structure
 - Determine and establish roles and responsibilities of City departments and staff to successfully manage the system.
- Safety Practices
 - Increase safety as well as identify policies and procedures that will reduce risk and liability.



Bicycle, Pedestrian, and Greenways Master Plan

- Land Stewardship
 - Develop and implement a land acquisition and management plan and program for greenways protection and trail development.
 - Evaluate greenway corridors to determine the level of resource protection and potential for trail development.
- Programs
 - Develop and implement community outreach programs that enhance public awareness, use of facilities, and safety through education, encouragement, and enforcement of the system.
- Maintenance
 - Ensure the City's facilities and properties are well maintained, function properly, and are safe for all users.

Implementation (Chapter 7)

- Identify steps to achieve the Plan's goals over the next 10 years.
- Determine mechanisms for funding, prioritizing, and implementing the bicycle, pedestrian and greenway system.
- Identify inter-agency coordination and public-private partnerships that will support the development of the system.