Section 4: Goals and Strategies

This section[a] outlines proposed goals and strategies for the Village of Mount Pleasant in its efforts to become a more walkable and bikeable community. As part of the development of the proposed goals and strategies, a public survey was conducted that collected information on why people walk and bike and for what purposes. In addition, the survey also provided reasons regarding what prevents or limits residents and visitors from walking and biking as much as they would prefer. The goals and strategies described in this section were developed to address comments expressed by the public through the survey and to outline actions to increase and improve walking and biking conditions in the Village.

The conclusions from the public survey and the proposed goals and strategies provided in this section will be presented for consideration and comment to the plan's Advisory Committee and to the public during outreach opportunities. The goals and strategies, along with comments and feedback received for the preparation of proposed bicycle/pedestrian plan policies and physical improvements, will be evaluated for consideration by the public and the Advisory Committee, as described in Section 5.

4.1 CONCLUSIONS FROM PUBLIC SURVEY

To collect information about the public's bicycling and walking preferences for the development of plan goals and strategies, a survey of individuals who live, work, and visit the Village was conducted from April through August 2024. People were invited to participate in the survey at the April 2024 public involvement meeting, through the Village of Mount Pleasant social media channels and SEWRPC website. A total of 126 respondents completed the survey, with 84 percent indicating that they were a Village resident. The following summarizes the purposes of walk and bike trips and what factors influence their trips.

- *Most current trips are for recreation and exercise*
  Figure 4.1 indicates that respondents ranked exercise and recreational trips as their two most common reasons for walking (86 percent) and cycling (89 percent). As shown in Figure 4.2, a majority of walk trips were under two miles (62 percent) and a majority of cycling trips were under 10 miles (61 percent). Respondents indicated that natural settings were their top choice among factors that influenced their decision to walk (44 percent) and cycle (56 percent), and 68 percent indicated that off-street paths were their most preferred type of facility for bicycling, as shown in Tables 4.1 and 4.2. These factors further support exercise and recreation trips since natural settings tend to be common locations for those who walk and bike for exercise and recreation while trails are ideal for these trip purposes since they provide long distance facilities with limited street crossings.

- *Some walk and bike trips are for utilitarian purposes*
  Some respondents indicated they used a bicycle and walked for work, school, and running errands. These utilitarian trips made up 13 percent of bicycling and 6 percent of walking trips surveyed (Figure 4.1). In contrast with recreational users, respondents who used a bike to get to work ranked protected or buffered bicycle lanes as their preferred bicycle facility (50 percent of work trip respondents), which suggests that some or all their trips took place on streets.

- *High traffic volumes, dangerous intersections, and lack of sidewalks are barriers to bicycling and walking*
  When participants were asked to rank the factors that influenced their decision not to walk and use a bicycle, the two highest ranked factors for cyclists were too much traffic along their routes (40 percent) and there were difficult or dangerous intersections (31 percent), as shown in Table 4.1. Since these two highest ranked "barrier factors" remained the same when viewing the subset of people who answered that they "never" biked, addressing these factors might help to increase bicycle travel in the Village. As noted in Section 3, traveling along busy high-speed roads without protected facilities can discourage bicycling. For pedestrians, high traffic volumes along walking routes (43 percent) and a lack of or limited sidewalks (22 percent) were the two highest ranked barriers, a result that remained the same when viewing respondents who indicated they "never" walked. Based on these responses, nonmotorized trips for work, school, and errands are likely to be most impacted by these factors, given that many of these destinations in the Village are located on multi-lane arterial streets and near busy intersections that carry large amounts of traffic.

4.2 GOALS AND STRATEGIES

Concerns expressed about walking and bicycling from the survey responses were grouped into three major themes: connectivity, maintenance of facilities, and safety (see Table 4.3). A fourth theme, Emerging Technologies, was included in the table due to increased use of e-bikes and potential for other micromobility programs in the Village. Under each theme, proposed goals and strategies were identified to address the concerns. However, while the proposed goals and strategies are shown associated with a specific theme, some may also address concerns in other categories. The goals represent a broad statement of a desirable condition that the Village is striving to achieve. The strategies demonstrate actions that the Village can take to achieve the goal. Some of the identified

strategies will be utilized as performance measures for the Alternatives Analysis section of the plan and serve as policies for the final plan.

VISION 2050 recommends a well-connected bicycle and pedestrian network that improves access to activity centers, neighborhoods, and other destinations and encourages bicycle and pedestrian travel as a safe, attractive alternative to driving. Bicycle recommendations in VISION 2050 include providing on-street bicycle accommodations on arterial streets and highways as they are resurfaced and reconstructed, implementing enhanced bicycle facilities, and expanding the off-street bicycle path system. VISION 2050 also includes recommendations for the location, design, and construction of pedestrian facilities. The concerns expressed in the Village survey, and summarized by theme in Table 4.3, relate to and support these regional recommendations through a desire for the Village to improve its connectivity to existing bicycle and pedestrian facilities and residential neighborhoods, through an increase in bicycle and pedestrian infrastructure, and through improving bicyclist and pedestrian safety at intersections and while riding in traffic.

Figure 4.1
Purpose of Bike Ride and Walk Trip

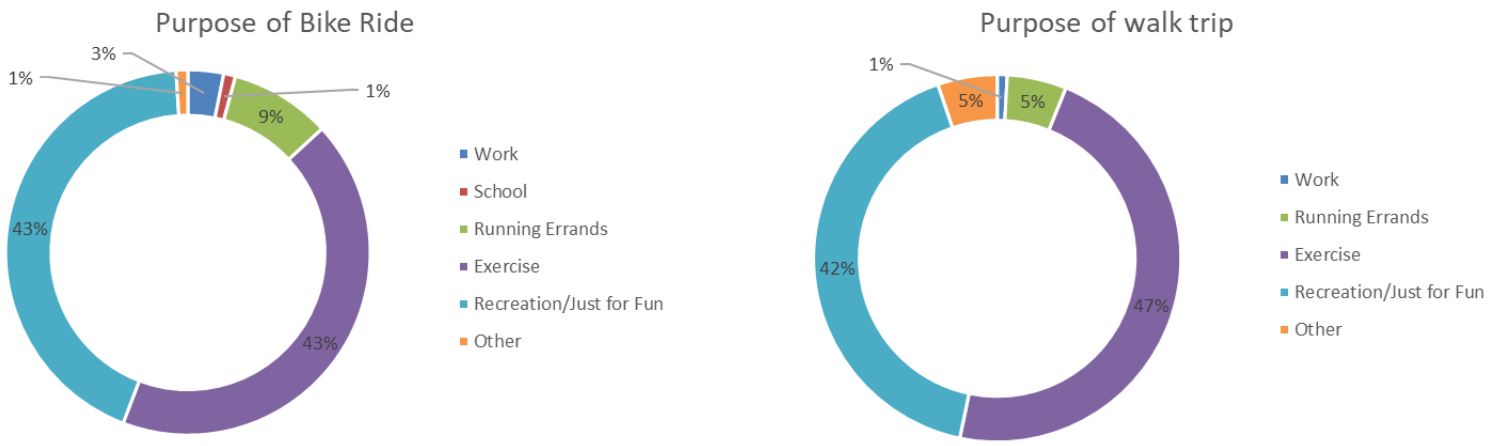

Figure 4.2
Distance of Bike Ride and Walk Trip

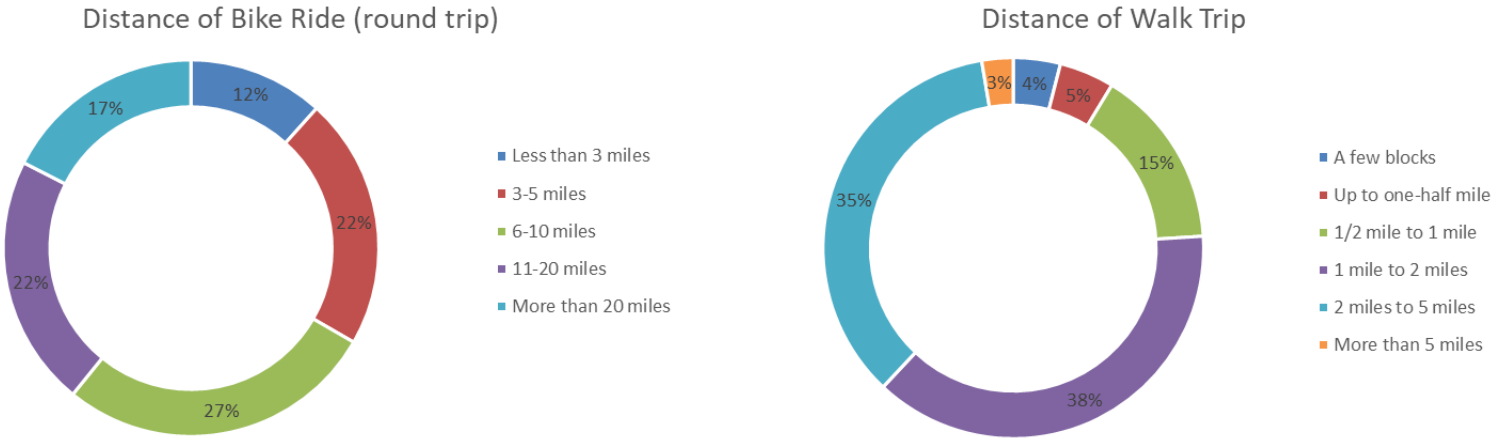

Table 4.1
Ranked Factors Influencing Walking and Biking Decisions

Ranked factors influencing the decision TO walk *(1 is most important)*	**Rank 1**		**Rank 2**		**Rank 3**		**Rank 4**		**Weighted Score**
	Num	Pct	Num	Pct	Num	Pct	Num	Pct	
Natural settings that encourage walking	56	44.4	36	28.6	23	18.3	11	8.7	3.1
My walking route avoids high volume, high speed roads	33	26.2	34	26.9	35	27.8	24	19.1	2.6
Presence of sidewalks or other ped facilities (e.g. separate paths)	28	22.2	36	28.6	34	27.0	28	22.2	2.5
My destinations are close by	9	7.2	20	15.9	34	26.9	63	50.0	1.8

Ranked factors influencing the decision NOT to walk *(1 is most important)*	**Rank 1**		**Rank 2**		**Rank 3**		**Rank 4**		**Rank 5**		**Rank 6**		**Weighted Score**
	Num	Pct	Num	Pct	Num	Pct	Num	Pct	Num	Pct	Num	Pct	
Route is along streets with high volumes and high speeds	54	42.9	50	39.7	12	9.5	6	4.8	4	3.2	0	-	5.1
Lack of/limited sidewalks or other pedestrian facilities	28	22.2	42	33.3	40	31.8	9	7.2	5	4.0	2	1.6	4.6
Difficult or dangerous intersections	25	19.8	20	15.9	24	19.1	44	34.9	8	6.4	5	4.0	4.0
Time and distance to walk to destination is too long	16	12.7	6	4.8	34	26.9	28	22.2	10	7.9	32	25.4	3.2
Lack of crosswalks	1	0.8	5	3.9	10	7.9	26	20.6	74	58.7	10	7.9	2.4
Lack of pedestrian crossing signals/buttons	2	1.6	3	2.4	6	4.8	13	10.3	25	19.8	77	61.1	1.7

Ranked factors influencing the decision TO bike *(1 is most important)*	**Rank 1**		**Rank 2**		**Rank 3**		**Rank 4**		**Rank 5**		**Weighted Score**
	Num	Pct	Num	Pct	Num	Pct	Num	Pct	Num	Pct	
Natural settings that encourage biking	71	56.4	25	19.8	14	11.1	8	6.4	8	6.4	4.1
Route is primarily on low volume, low speed roads	39	30.9	51	40.5	17	13.5	12	9.5	7	5.6	3.8
Short distance between my destinations	7	5.5	21	16.7	37	29.3	27	21.4	34	26.9	2.5
Availability of bicycle facilities	3	2.4	16	12.7	36	28.6	34	27.0	37	29.4	2.3
Presence of bike racks, lockers/showers near/at my destination	6	4.8	13	10.3	22	17.5	45	35.7	40	31.7	2.2

Ranked factors influencing the decision NOT to bike *(1 is most important)*	**Rank 1**		**Rank 2**		**Rank 3**		**Rank 4**		**Rank 5**		**Weighted Score**
	Num	Pct	Num	Pct	Num	Pct	Num	Pct	Num	Pct	
Too much traffic on route I would bike	51	40.5	37	29.4	21	16.7	14	11.1	3	2.4	3.9
Difficult or dangerous intersections	39	31.0	45	35.7	24	19.1	14	11.1	4	3.2	3.8
Pavement conditions along route create hazards	18	14.3	19	15.1	47	37.3	24	19.0	18	14.3	3.0
Time and distance to bike to destination is too long	10	7.9	17	13.5	20	15.8	38	30.2	41	32.5	2.3
Lack of/limited bicycle facilities	8	6.3	8	6.3	14	11.1	36	28.6	60	47.6	2.0

Note: Each ranked factor survey question had 126 respondents. Weighted scores were calculated by assigning each rank a point value, assigning a weight, and summing weighted ranks for each factor (i.e. in a set of four choices, a factor with a rank of one would be assigned a value of four and multiplied by the percentage of respondents who ranked that factor first).

Table 4.2
Ranking of Bicycle Facilities

Preferred bicycle facility *(1 is most preferred)*	**Rank 1**		**Rank 2**		**Rank 3**		**Rank 4**		**Rank 5**		**Weighted Score**
	Num	Pct	Num	Pct	Num	Pct	Num	Pct	Num	Pct	
Off-street bicycle path (trail)	85	67.5	16	12.7	13	10.3	7	5.6	5	3.9	4.3
Enhanced bicycle lane (e.g. buffered, protected)	19	15.1	44	34.9	30	23.8	20	15.9	13	10.3	3.2
Separate path in the road right-of-way (sidepath)	6	4.8	32	25.4	40	31.7	26	20.6	22	17.5	2.8
Standard bicycle lane (painted lane on roadway)	9	7.1	16	12.7	24	19.1	45	35.7	32	25.4	2.4
Wide, paved shoulder	7	5.5	18	14.3	19	15.1	28	22.2	54	42.9	2.2

Note: each ranked factor survey question had 126 respondents. Weighted scores were calculated by assigning each rank a point value, assigning a weight, and summing weighted ranks for each factor (i.e. in a set of four choices, a factor with a rank of one would be assigned a value of four and multiplied by the percentage of respondents who ranked that factor first).

Table 4.3
Bicycle-Pedestrian Goals and Potential Strategies

Major Theme	Concern	Goal	Potential Strategies
Connectivity	• Walking and biking facilities are disconnected from each other • Lack of bicycle facilities requires driving from residential neighborhoods to use the trails	• Provide a more continuous and well-connected system of bikeways, pedestrian facilities, and off-street paths to connect residential neighborhoods, employment centers, educational opportunities, transit stops, and other important places	• Work with the Village Board to: - Adopt an ordinance requiring all new subdivisions to reserve designated space for shared-use paths that provide connections to existing or planned bicycle and pedestrian facilities in the Village - Consider a Village fund for bicycle and pedestrian facility expansion and codify funding source(s) – for example, a portion of TID receipts, general fund revenues, grants, or payment in lieu of required sidewalk construction[1] • Identify locations of available property within 0.5 mile of a bicycle and pedestrian facility and prioritize these available or vacant properties for future housing subdivisions • Identify current locations of existing residential development without bicycle and pedestrian facilities that are within 0.5 mile of a bicycle or pedestrian facility and prioritize these areas for nonmotorized improvement • Apply connectivity analysis methods to the bicycle-pedestrian network to measure existing connectivity and to prioritize areas for improvement • Provide accessible paths and bicycle facilities to and from all transit stops

[1] *Fund for new or upgraded bicycle and pedestrian infrastructure may be the same as the one referenced in Parking and Access Regulations in the Zoning section of the Village of Mount Pleasant Municipal Code, § 90-420.70.*

Table 4.3 continued

Major Theme	Concern	Goal	Potential Strategies
Connectivity	• Lack of bicycle/pedestrian facilities requires using uncomfortable or unsafe roads to get from home to trails and destinations • There are bike facilities that abruptly end and place the bicyclist in traffic • There are either no sidewalks or limited sidewalks on walking route • Streets either have no bike lanes or shoulders or these bike facilities are limited • There are no sidewalks or paths on my route, which requires me to walk on roads with heavy traffic • Subdivisions need sidewalks	• Identify critical gaps in the bicycle-pedestrian network between residential neighborhoods, schools, and public locations • Provide low-stress and comfortable routes to encourage All Ages and Abilities travel	• Consider prioritizing bicycle and pedestrian improvements on streets that provide direct connections to residential neighborhoods • Implement bicycle and pedestrian facilities that complete gaps between two existing facilities to minimize impacts to nonmotorized users • Walking and biking improvements should be implemented, if feasible, during resurfacing and reconstruction of surface arterials • When funding opportunities become available (e.g. TID, safe routes to school), new bicycle and pedestrian facilities should be constructed to further implement the network • Provide high comfort bicycle facilities in urban areas as described in Figure 3.3 of Section 3 to encourage All Ages and Abilities travel • Provide paved shoulders and separate paths based on traffic volumes and speeds as shown in Figure 3.4 in Section 3 to increase the safety of bicyclists and pedestrians in rural areas • Expand the off-street path network along river, railroad, and utility corridors • Provide sidewalks in areas of existing and planned development • Construct sidewalks or multi-use paths for new developments in accordance with the Village's ordinance • Construct low-stress walking and biking facilities near schools that promote safe routes to school

Table 4.3 continued

Major Theme	Concern	Goal	Potential Strategies
Maintenance of Facilities	• Sidewalks are not maintained and paths/trails are uneven and have lots of weeds • The Pike River Pathway is often closed, under construction, or not well maintained	• Establish standard practices to maintain the bicycle and pedestrian network in a state of good repair • Provide adequate notice to the public about maintenance activities or other trail closures	• Identify and address uneven sidewalks or damaged trail sections through an annual maintenance and inspection schedule • Implement priority maintenance for each type of nonmotorized facility as appropriate • Post appropriate signage about detours when trails are closed due to construction or other unforeseen events • Create a "trail outages" list in the Village's news notification system and post outages to the alert system and social media • Add a weblink to the Village's website for trails owned by Racine County that posts alerts about the County's trail maintenance • Allow residents to report sidewalk and trail maintenance concerns through the Village's online portal, similar to its "road or pothole" reporting option

Table 4.3 continued

Major Theme	Concern	Goal	Potential Strategies
Safety	• Intersections need more crosswalks and other improvements • Trail crossings with state highways are dangerous • Riding on many of the arterial streets is concerning because of traffic • Drivers disregard marked bike lanes by opening car doors into them or swerving into them to pass turning vehicles	• Create a safe and secure travel environment for bicyclists and pedestrians that minimizes crash frequency and severity and limits conflicts with motor vehicles	• Implement intersection improvements that increase driver awareness of bicyclists and pedestrians • Repaint, redesign, and implement crosswalks at intersections to increase the presence of pedestrians at intersections • Construct a bicycle lane on streets in urban areas with moderate volumes and speeds (see Figure 3.3 in Section 3) • Construct paved shoulders on streets in rural areas with low to moderate speeds and volumes (see Figure 3.4 in Section 3) • Construct enhanced bicycle facilities on streets in urban areas that exceed certain volume and speed thresholds (see Figure 3.3 in Section 3) • Construct physical barriers at intersections with significant turning volumes that prevent passing vehicles and protect bicyclists • Construct fully protected bicycle facilities along roadways with high traffic volumes and speeds

Table 4.3 continued

Major Theme	Concern	Goal	Potential Strategies
Safety	• Drivers do not slow down or stop for bicyclists and pedestrians crossing at intersections • There are too many drivers who are speeding • There are inattentive drivers who make riding in the road dangerous	• Increase driver awareness of bicycle and pedestrian traffic laws and enforce these laws to protect the safety of bicyclists and pedestrians	• Increase police enforcement to ensure drivers yield to bicyclists and pedestrians crossing at intersections • Increase presence of law enforcement to discourage opportunities for speeding • Educate drivers on the rights that bicyclists have when riding with traffic
Emerging Technologies	• E-bikes and micromobility have the potential to significantly attract ridership among nonmotorized users	• Monitor emerging technologies and seek out opportunities to implement these systems • Consider implementing new technologies to improve the safety of nonmotorized travel	• Educate the public about rules of the road for using e-bikes • Educate e-bike users about maintaining speeds that are appropriate for traffic conditions • Research the various types of emerging technologies that may be practical and beneficial to the Village • Consider issuing an RFP for developing a bike share program in the Village

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[a] *Comments and concerns relating to walking and biking in the Village may still be received during public information meetings as the plan continues to be developed that may affect the goals and strategies currently shown in this draft section. Any modifications to Table 4.3 as a result of these comments and concerns will be reflected in the final version of the plan.*